

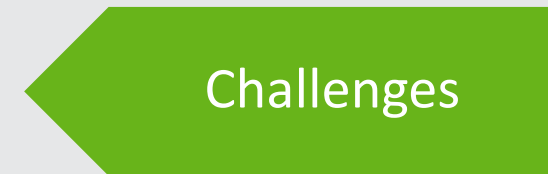
Dorchester County, SC
Summerville, SC



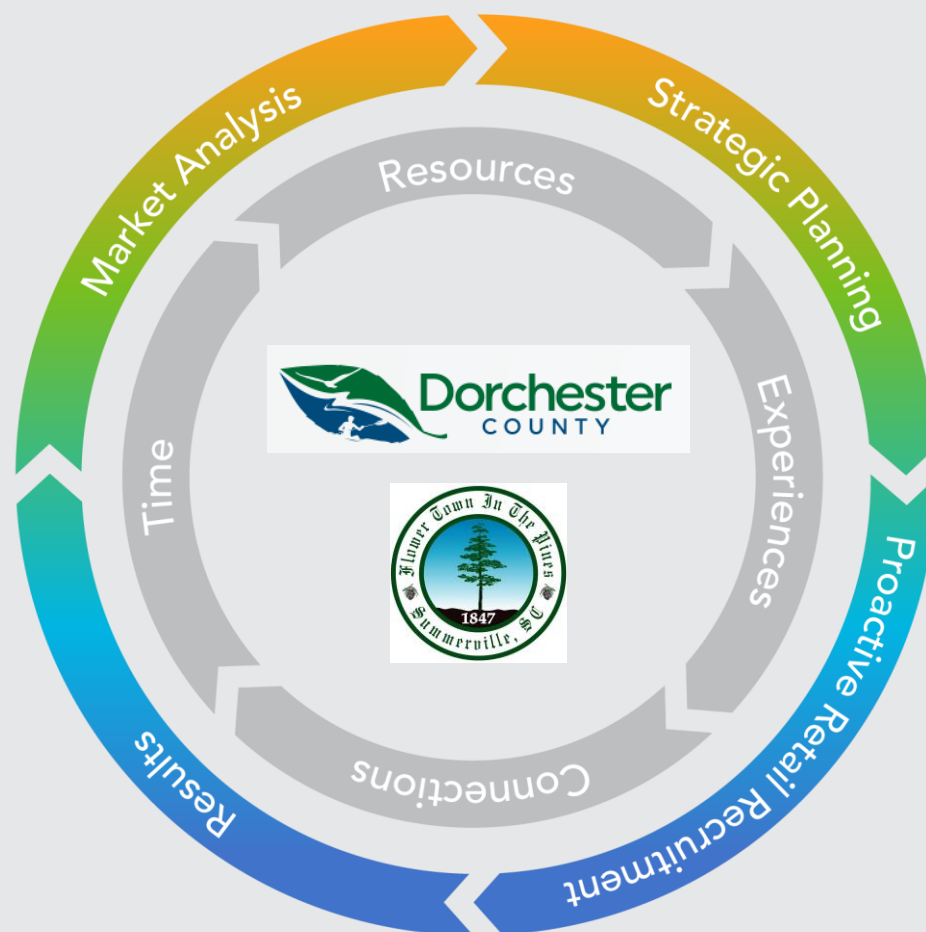
retail strategies

There's a lot of potential here.

Why should a community invest in retail?



Dorchester County, SC



We surround your community with the resources and actions needed to create the desired results.

contents

1



why retail

retail is economic development
retail trends

2



process

partnership
your team

discover

your research
focus categories

interpret

boots on the ground

3



connect

top recruitment categories

4



grow

marketing
resources
trade show representation
reporting

Retail's Impact

1 in 4 jobs are retail



Average Wages*

Full-time
Non-Retail Workers
(25-54 years old)

\$37,968



Full-time
Retail Workers
(25-54 years old)

\$38,376



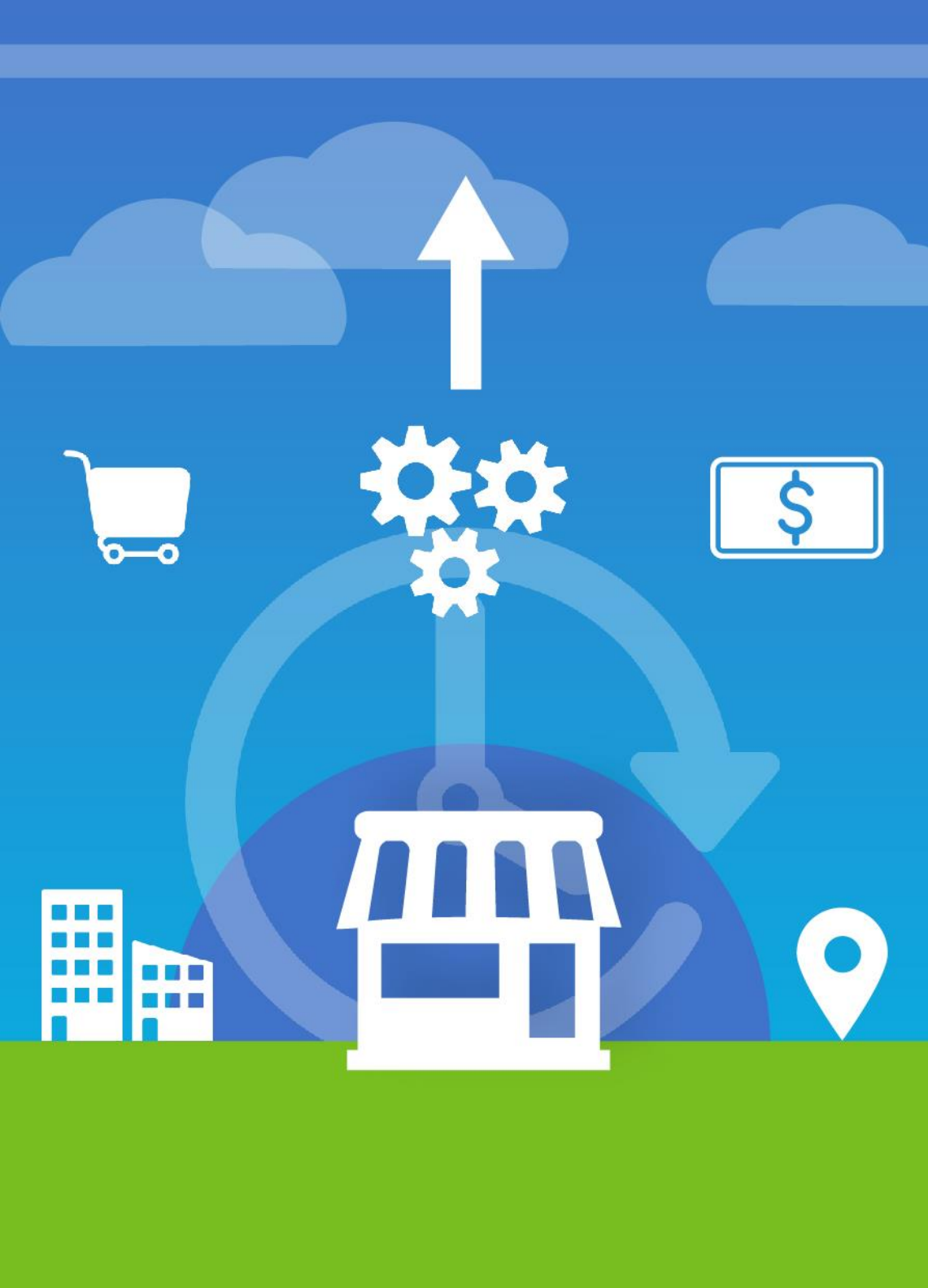
*2016

Why Should a Municipality Invest Resources in Retail?



Retail builds on retail. Retail economic impact adds up quickly. Retail attracts the workforce that attracts the primary jobs. Retail influences executives looking to locate their company in your community. Retail enhances quality of life that brings your children home.

Retail builds tax base. --- Retail adds jobs from entry level to managerial. --- Retail builds communities.



Retail is complicated...

Data vs. Real Estate

Takes 18-36 months to close a deal

Trends:

Consistently changing

Millennials

E-Commerce/Omni-channel

Opening/Closing

Restaurants

Site Selection

Nothing but Growth Ahead for E-Commerce

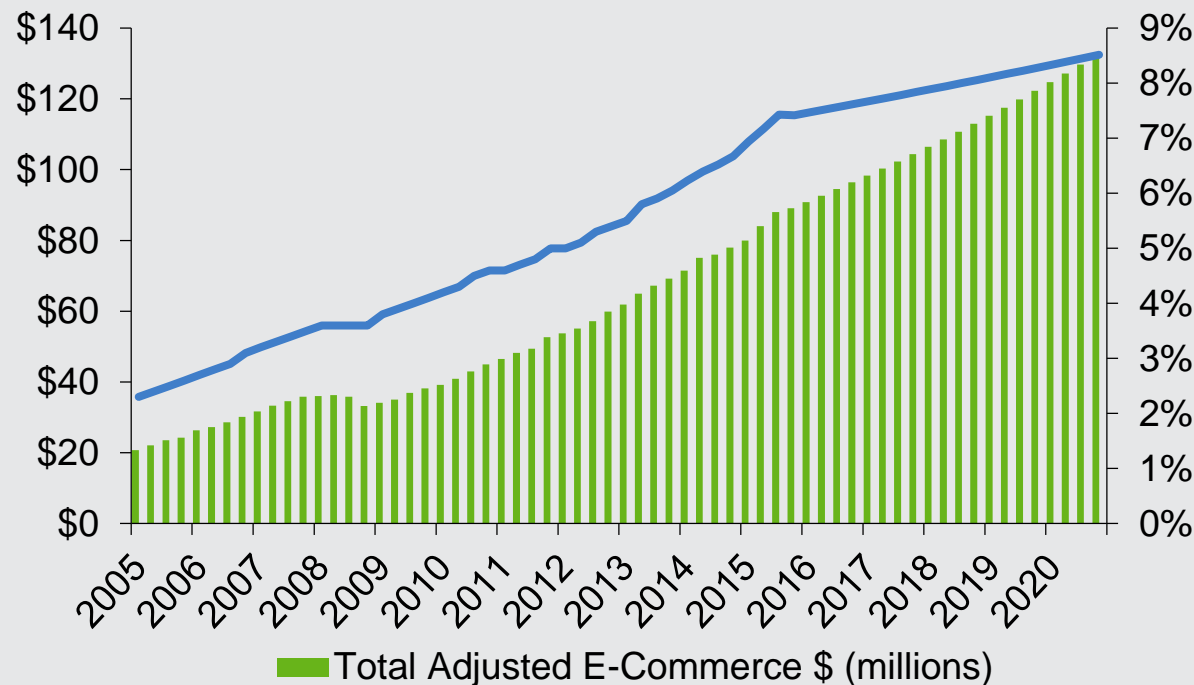


E-Commerce

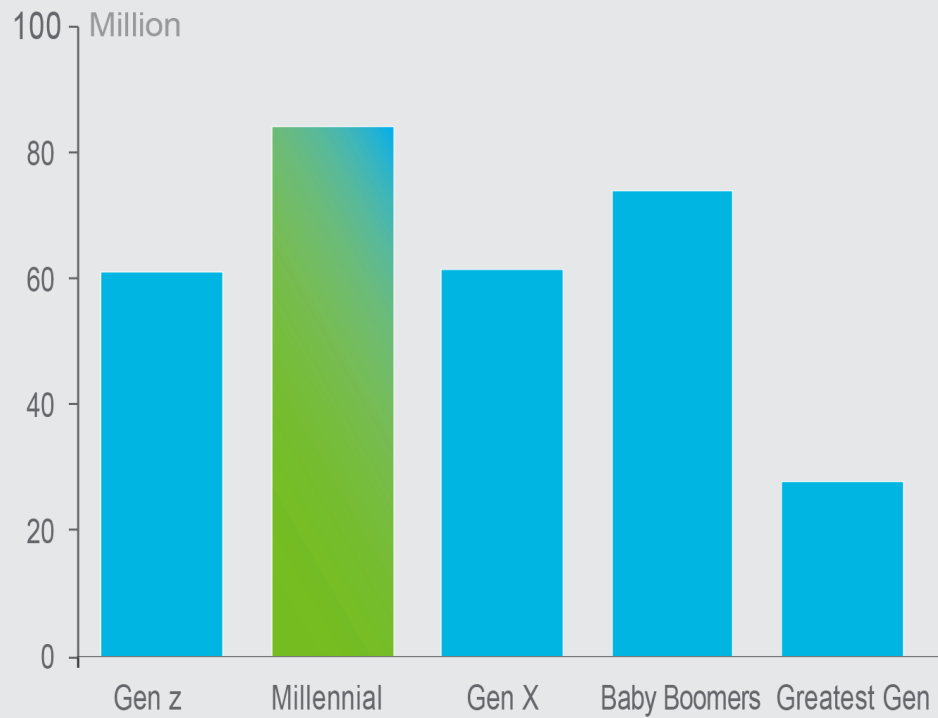
Online sales have increased dramatically with the advent of new technology.


However, e-commerce is still a relatively small portion of all retail sales, capturing 9.4% of sales in 2018.

More importantly we need to recognize the trend and be aware of retailer reactions.



Rise of the Millennial





Over half of **MILLENNIALS**
said they would rather give up thier
SENSE OF SMELL
than their **TECHNOLOGY.**

~ Rosetta



bricks

clicks

Omni-
Channel





78% of consumers prefer to shop **in-store**

Consumer purchasing

7.5x
per month



in store

2.2x
per month



online



73%

want to try-on
or touch
merchandise
before a
purchase

average time spent



brick-and-mortar
store



single
retail website

In-store

Online

\$1,710
per month

\$247
per month



retail strategies



Our Partnership

Retail Strategies is very pleased to partner with the Town of Summeville & Dorchester County for a common goal to generate new retail communication that would not otherwise happen. Summerville & Dorchester County engaged Retail Strategies to market the community to key retail real estate industry contacts. *Although we cannot guarantee success, we do guarantee you will be better off with us than without us.*

You all will have multiple dedicated staff members working on behalf of the community in their areas of expertise. A Portfolio Director will serve as the primary Point of Contact (POC) to interact with Dorchester County's primary POC. Additional team members include: company executives, retail development team, marketing, research and legal teams. Confidential and non-confidential information will be communicated with the POC.

It is Retail Strategies goal to spend our time doing the job you hired us to do and allow the local POC to navigate the local political landscape and communication flow. Local feedback and communication sharing from the primary point of contact working with Retail Strategies is a critical part of the engagement.

The initial 90 business days after engaging in our partnership have been spent on due diligence for the discovery phase. The following information is a highlight of key information collected that will be used as a starting point to begin the proactive marketing to a national network of retailers, brokers, developers and key industry contacts on behalf of the community. Additional materials will be created throughout the course of the engagement.

Project specific materials and reports will be created on a case-by-case basis as needed for effective information sharing, data analysis and marketing efforts.

The discovery is an ongoing process that will not stop.



Dorchester County, SC

Kevin Szostak
Rebecca Vance
Rita Berry
Madelyn Robinson

Your Team

Executive Team

Marketing Team



Jeff Sommer
Portfolio Director



Elliott Cook
Retail Development



Robert Jolly
CEO



Mead Silsbee
CFO



Lacy Beasley
President /COO



Matt Petro
CDO



Laura Marinos
Marketing Director



Ryder Richards
Creative Director



Michelle Moultrie
Marketing Assistant





discover



interpret



connect



grow

research

sn SUPERMARKET
NEWS

NATION'S
Restaurant News



Crittenden Research
Your Industry. Our Analysis. A better bottom line.

PlainVanillaShell



RLT
RETAIL LEASE TRAC



UberRetail™

Memberships,
Subscriptions &
Customized Reports

Research Partners &
Geographic Information
Systems

TETRAD The logo icon for TETRAD, a blue triangle pointing to the right.

sitewise^{PRO} The logo icon for sitewise PRO, a grey arrow pointing to the right.

The logo icon for CCIM, a red square with the letters "CCIM" in white.
STDB

SitesUSA
TM

REGIS

research

where does all this
information come
from?

Here are a few of the demographic
data sources used.



9,703

retailers' contact information & site
selection criteria

3,365

unique
variables

7

geographies per
variable

87

category specific
reports

23,555

variables to
analyze

discover: research

You have at your disposal
thousands of variables
from population and household incomes
to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided the Town of Summerville and Dorchester County's primary point of contact an electronic copy of each of these reports from multiple geographic parameters online on our project management site, Basecamp.

In addition to these reports, our partnership with the Town of Summerville and Dorchester County features on-demand reporting where we will run data on behalf of the county at any point during our engagement to help identify and execute against opportunities within the market.

The following are the highlights from a data and analytic perspective.

Demographic Overview

Mobile Data Collections

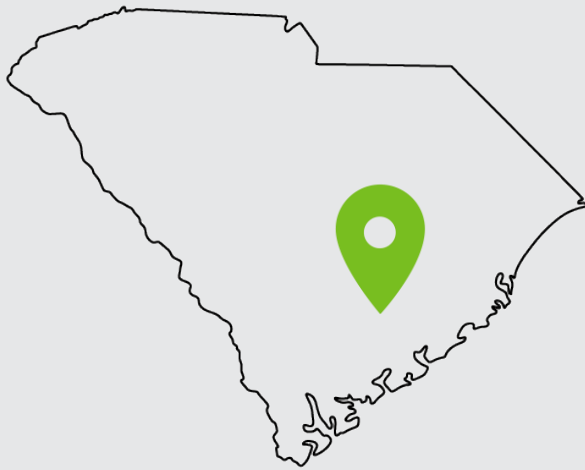
Customized Trade
Area Analysis

Lifestyle
Segmentation

Retail
Gap Analysis

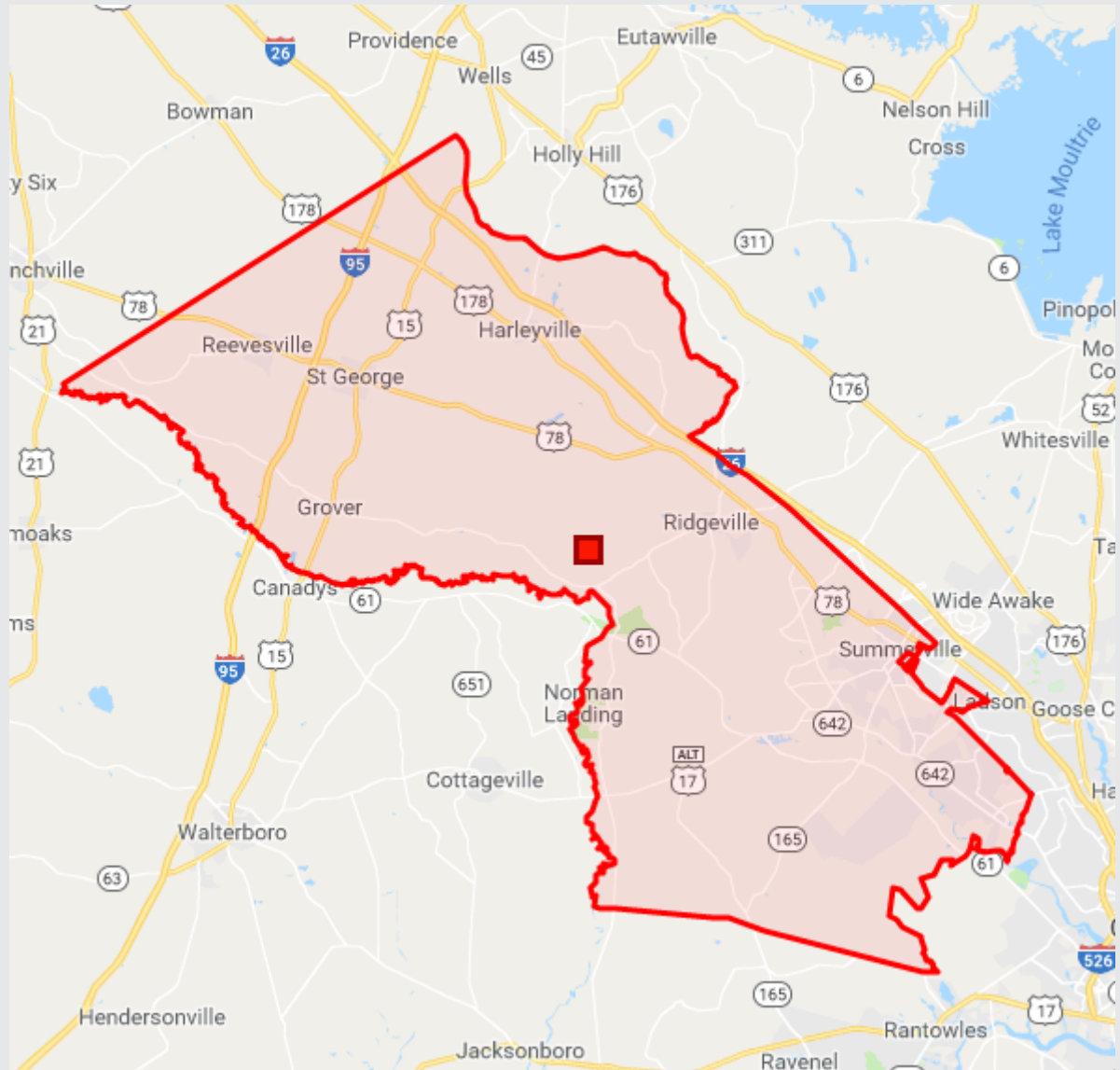
Peer
Analysis

discover

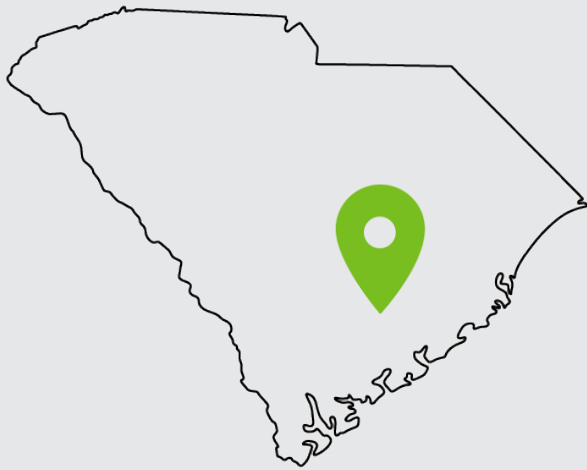


State of South Carolina
Population 5.084 million

Dorchester County, SC
Population 157,436

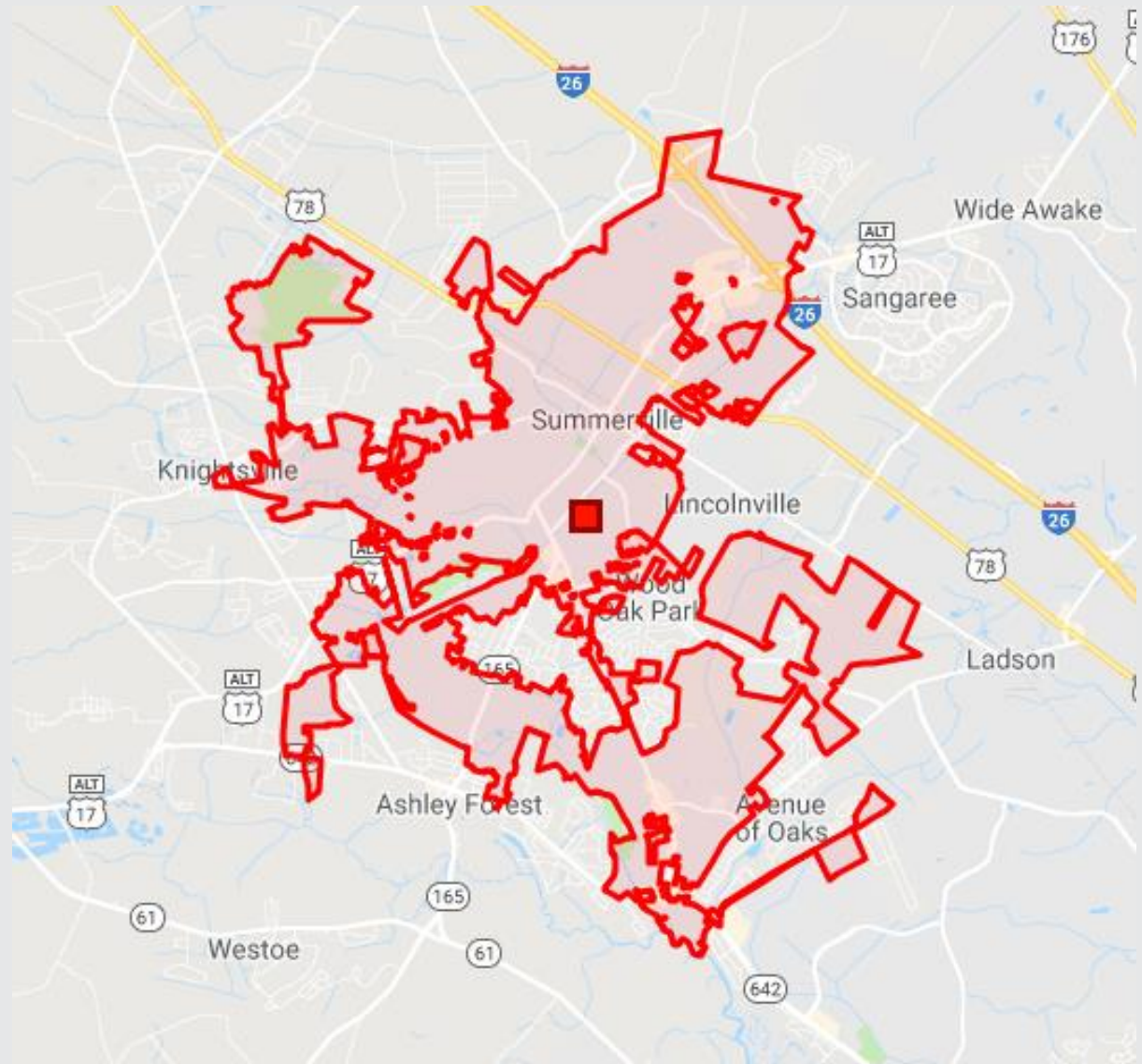


discover



State of South Carolina
Population 5.084 million

Summerville, SC
Population 50,654



discover: demographic map

Residential Population Density

• 1 dot = 100

Daytime Employee Population Density

• 1 dot = 100

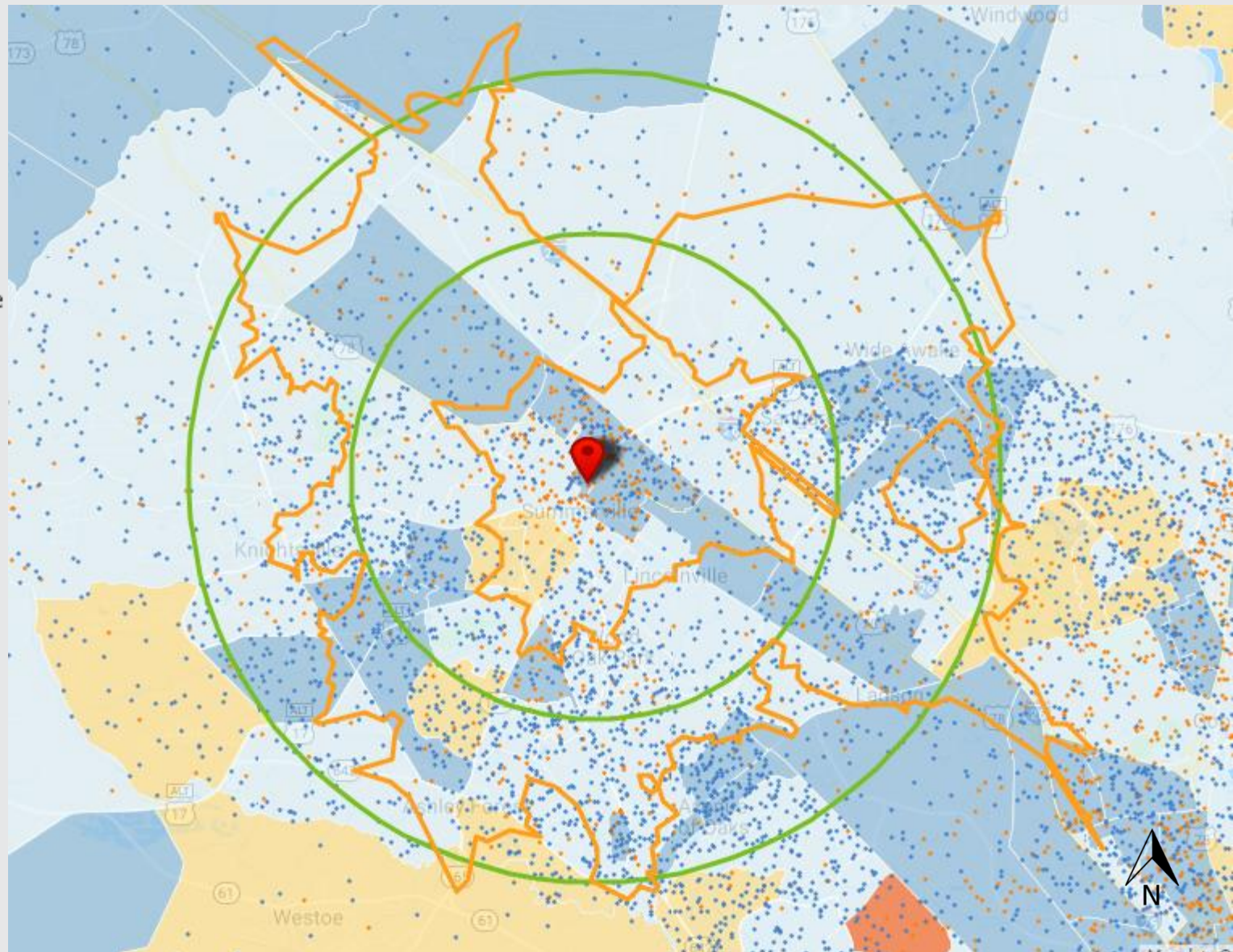
Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min

Address:
402 N Main Street
Summerville, SC
29483



discover: demographics run from Summerville, SC Walmart

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	10-Minute Drive Time	15-Minute Drive Time	20-Minute Drive Time
Current Year Estimated Population	45,900	126,753	304,806	105,750	252,532	379,105
Number of Households	16,935	46,780	112,632	39,432	93,749	140,321
Projected Annual Growth (5 YR)	12.85%	10.17%	7.91%	9.93%	7.42%	5.96%
Median HH Income 2018	\$54,027	\$55,383	\$56,366	\$53,903	\$53,908	\$52,642
Current Year Average Age	37.5	37.2	36.9	37.2	37	36.9
Average Home Value	\$235,440	\$242,317	\$253,502	\$234,363	\$242,767	\$247,185
Current Year % Bachelor's Degree	23%	23%	24%	22%	22%	23%
Daytime Population	37,730	94,666	267,442	94,584	251,066	369,128
Labor Force	35,786	98,730	237,361	82,688	196,626	294,890

discover: demographics run from downtown Summerville, SC

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	54,473	137,243	294,552	19,020	111,574	203,933
Number of Households	20,672	50,666	108,814	7,733	41,689	76,134
Projected Annual Growth (5 YR)	9.53%	10.93%	7.96%	9.01%	10.65%	8.93%
Median HH Income 2018	\$55,730	\$55,699	\$56,423	\$55,918	\$54,934	\$56,227
Current Year Average Age	38.2	37.3	37	39.4	37.8	36.9
Average Home Value	\$271,730	\$253,201	\$255,037	\$306,706	\$256,871	\$256,835
Current Year % Bachelor's Degree	27%	24%	25%	30%	24%	24%
Daytime Population	45,577	102,993	257,046	26,786	89,504	175,914
Labor Force	42,861	106,911	229,565	15,129	87,407	158,782

discover: demographics run from Ridgeville, SC

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	3,652	8,848	70,086	1,392	6,056	19,299
Number of Households	851	2,624	25,057	488	1,509	6,162
Projected Annual Growth (5 YR)	3.76%	7.01%	10.83%	4.89%	3.99%	9.28%
Median HH Income 2018	\$44,328	\$53,210	\$55,160	\$44,176	\$46,605	\$54,770
Current Year Average Age	39.5	38.2	38.3	39.6	39.2	38.5
Average Home Value	\$202,208	\$239,684	\$284,152	\$198,006	\$217,770	\$250,641
Current Year % Bachelor's Degree	6%	13%	23%	7%	8%	17%
Daytime Population	2,520	6,360	59,220	1,340	4,501	15,812
Labor Force	3,188	7,234	55,526	1,186	5,233	15,656

discover: demographics run from St. George, SC

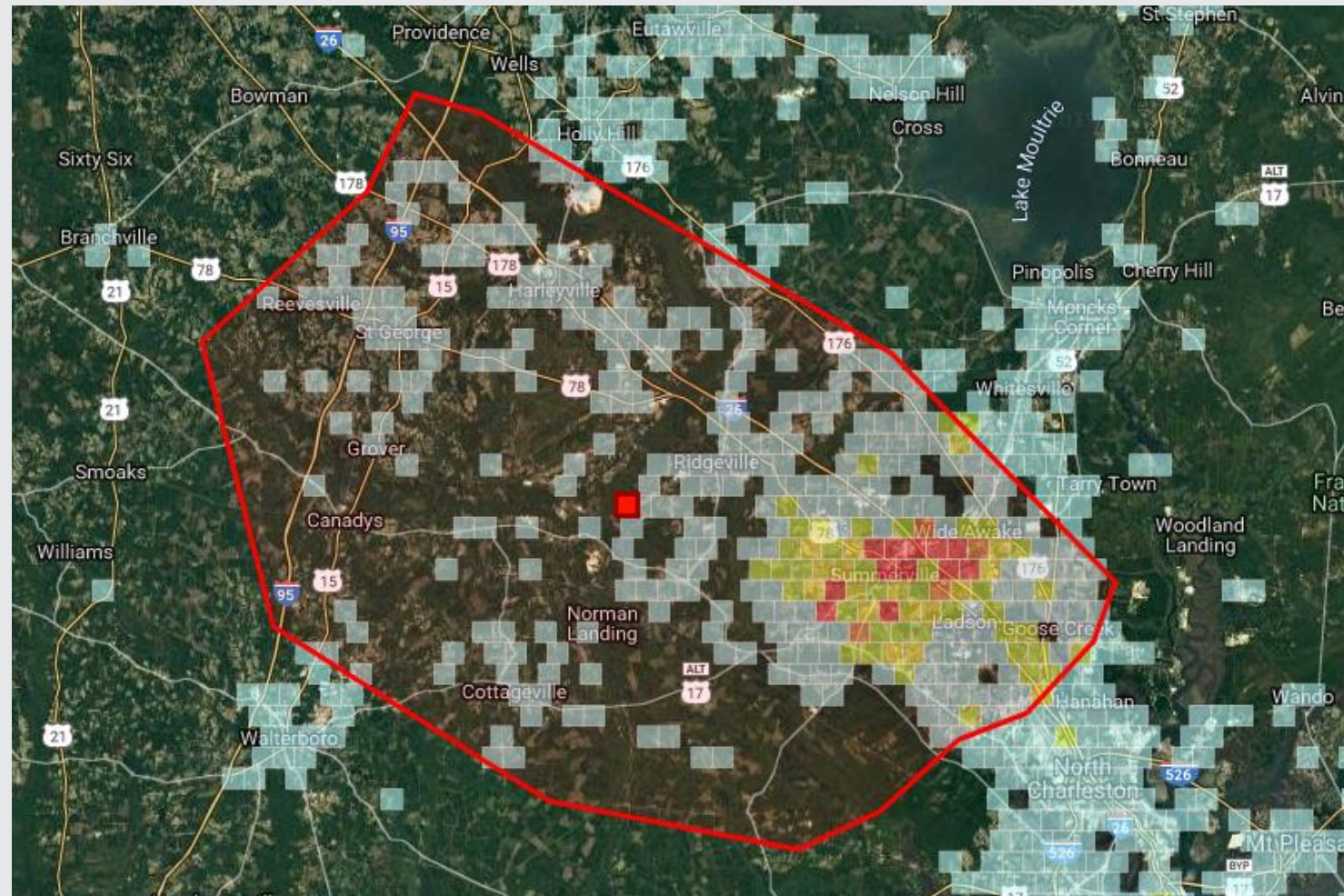
Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	3,777	6,315	13,282	2,863	5,689	9,744
Number of Households	1,466	2,483	5,252	1,086	2,252	3,862
Projected Annual Growth (5 YR)	-1.47%	-1.49%	-1.29%	-1.42%	-1.49%	-1.43%
Median HH Income 2018	\$43,012	\$38,045	\$35,499	\$40,973	\$38,579	\$35,513
Current Year Average Age	42.2	42	42	42.3	42.1	42.1
Average Home Value	\$186,023	\$180,944	\$165,683	\$183,777	\$178,451	\$168,702
Current Year % Bachelor's Degree	17%	15%	13%	17%	15%	14%
Daytime Population	5,274	6,756	12,314	4,626	6,450	9,086
Labor Force	3,124	5,210	10,950	2,378	4,697	8,046

discover: demographics run from Harleyville, SC

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	1,888	3,121	16,633	1,177	2,924	7,808
Number of Households	728	1,220	6,290	459	1,144	3,060
Projected Annual Growth (5 YR)	-1.70%	-1.68%	-1.48%	-2.03%	-1.83%	-1.41%
Median HH Income 2018	\$37,017	\$37,561	\$33,106	\$37,900	\$34,419	\$33,098
Current Year Average Age	40.8	41	41.3	41	41.2	41.3
Average Home Value	\$152,334	\$160,057	\$164,182	\$138,410	\$154,835	\$163,150
Current Year % Bachelor's Degree	7%	8%	11%	7%	7%	11%
Daytime Population	1,995	2,565	16,990	1,636	2,354	7,801
Labor Force	1,533	2,536	13,667	958	2,386	6,369

Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a polygon around a specific business or location we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and assist retailers in site selection. This is intended to support the trade area, but does not solely define the trade area.



The location tracked was
Summerville Walmart

for the time period of
**March 2018
To
March 2019**

Analysis Polygons
□
% Distribution
0.01% to 0.25%
0.25% to 0.5%
0.5% to 1%
0.75% to 1%
> 1%

Mobile Data Collection

The location tracked was

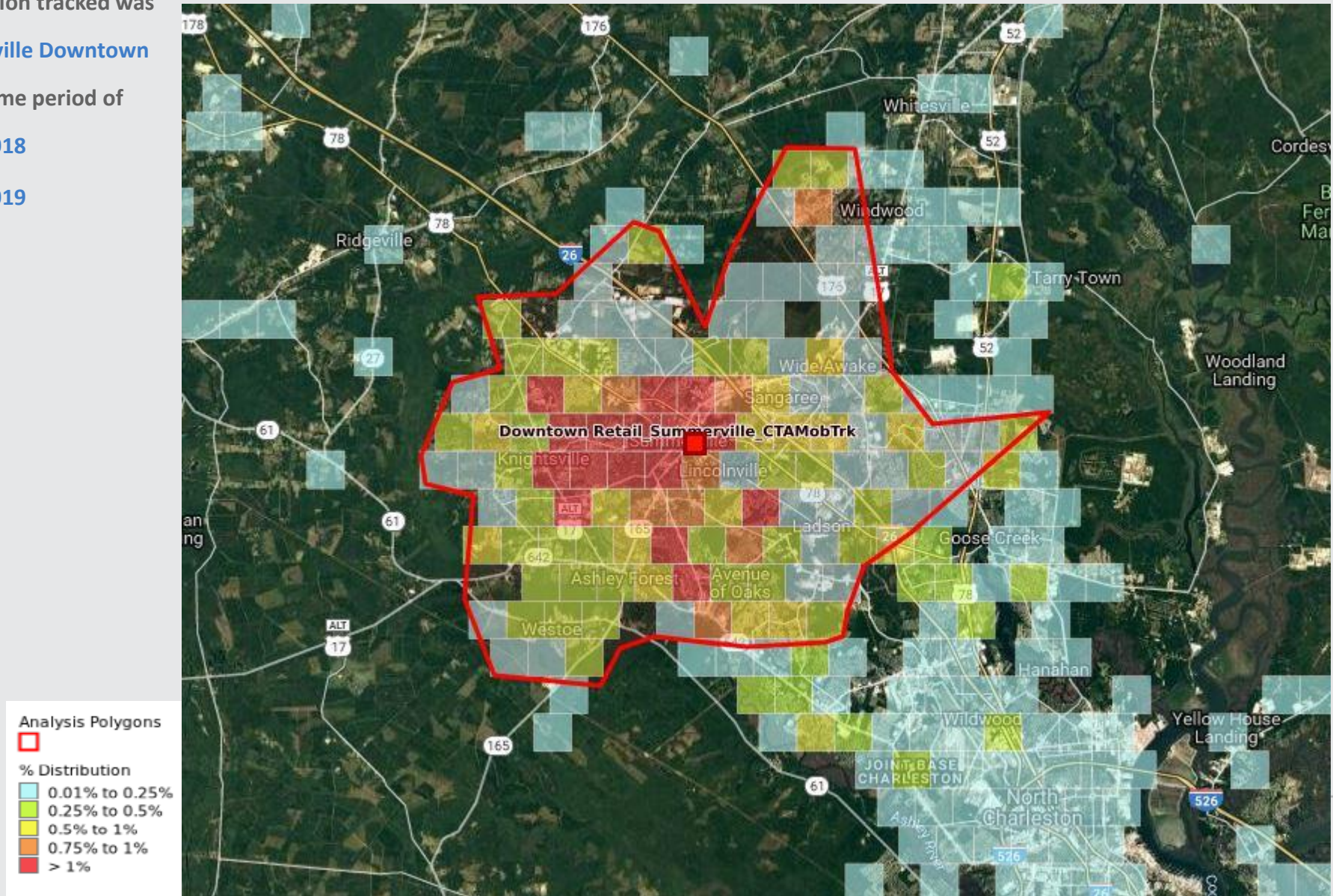
Summerville Downtown

for the time period of

March 2018

To

March 2019



Mobile Data Collection

The location tracked was

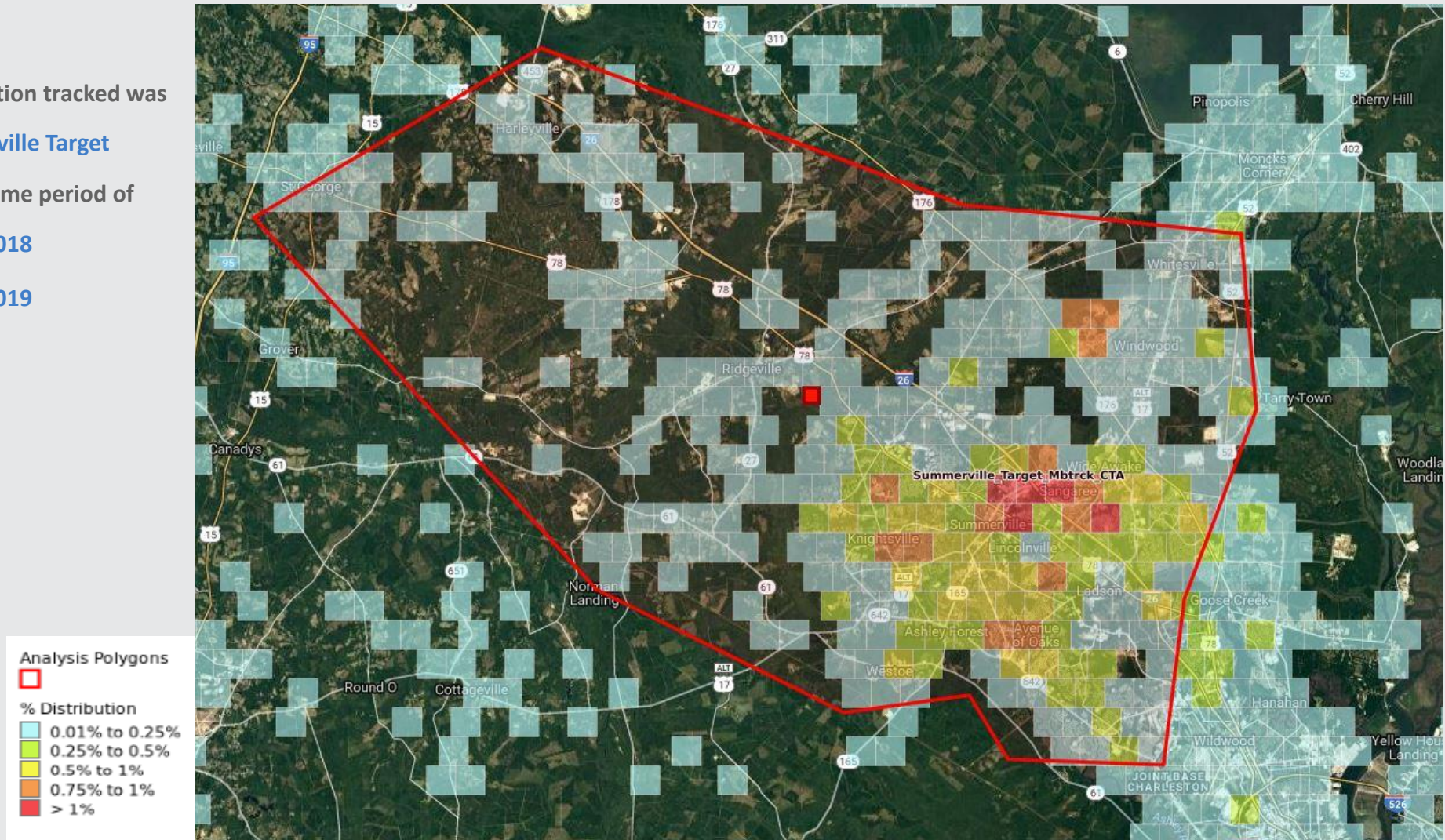
Summerville Target

for the time period of

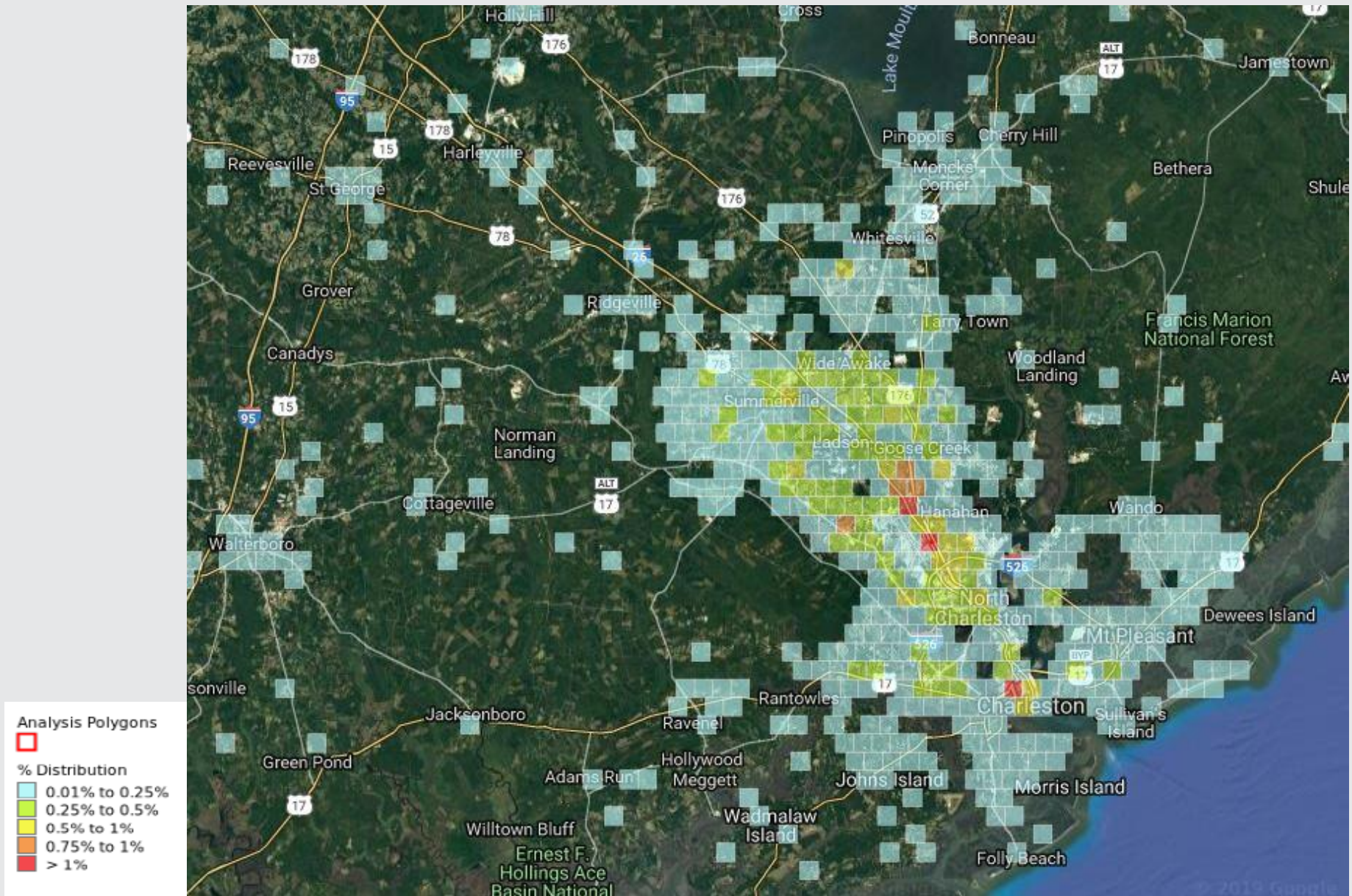
March 2018

To

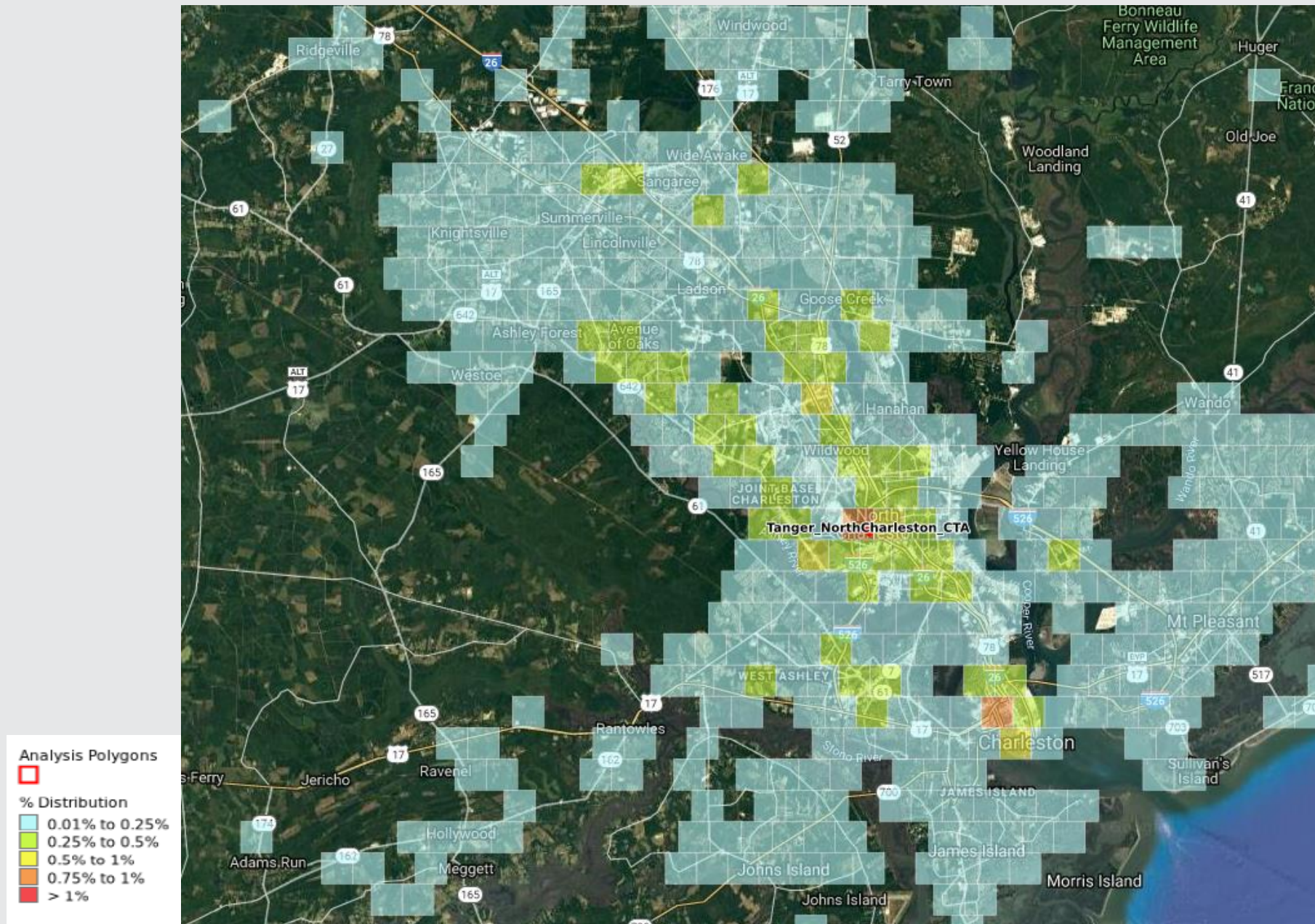
March 2019



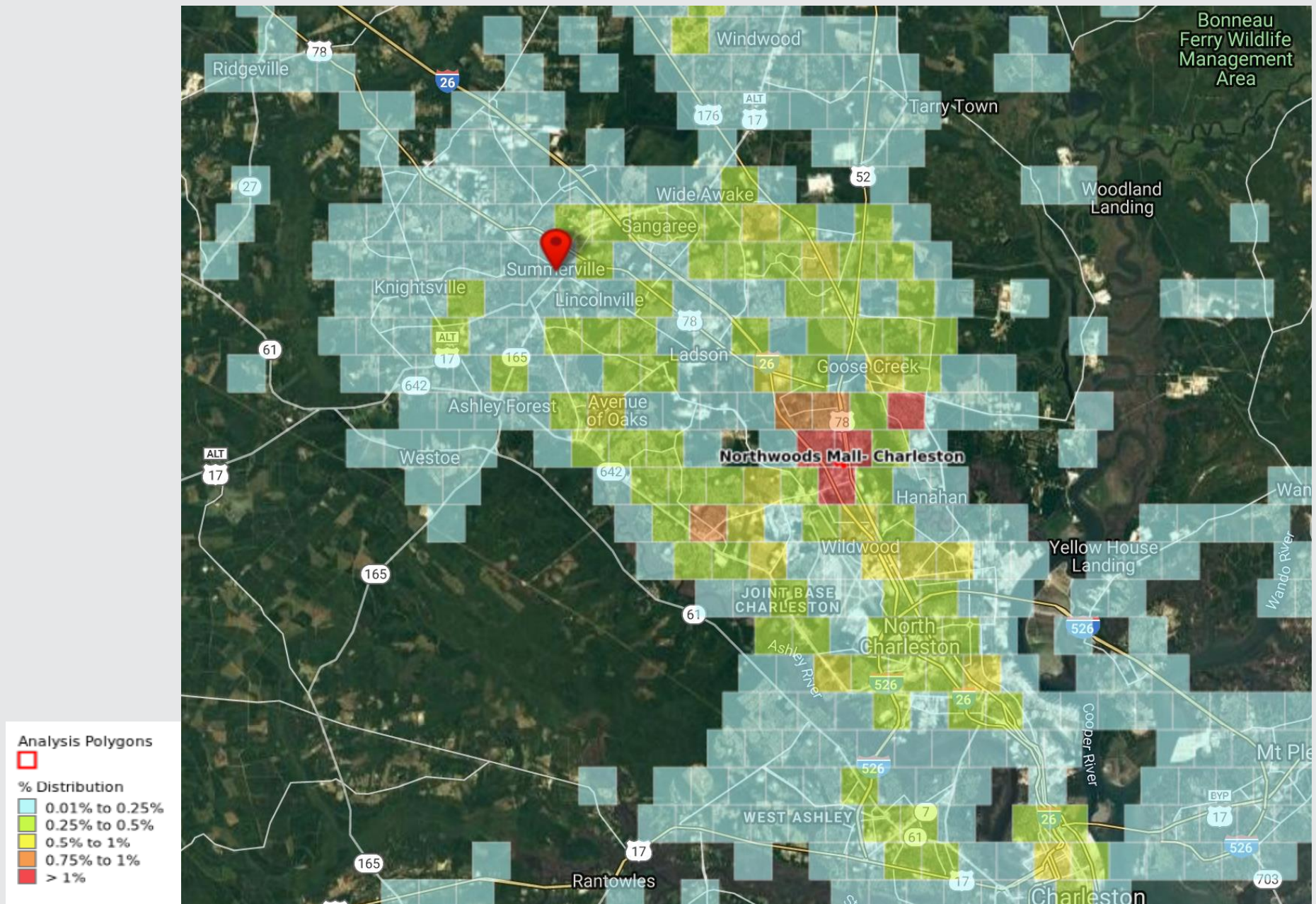
Competing Markets – At Home, North Charleston



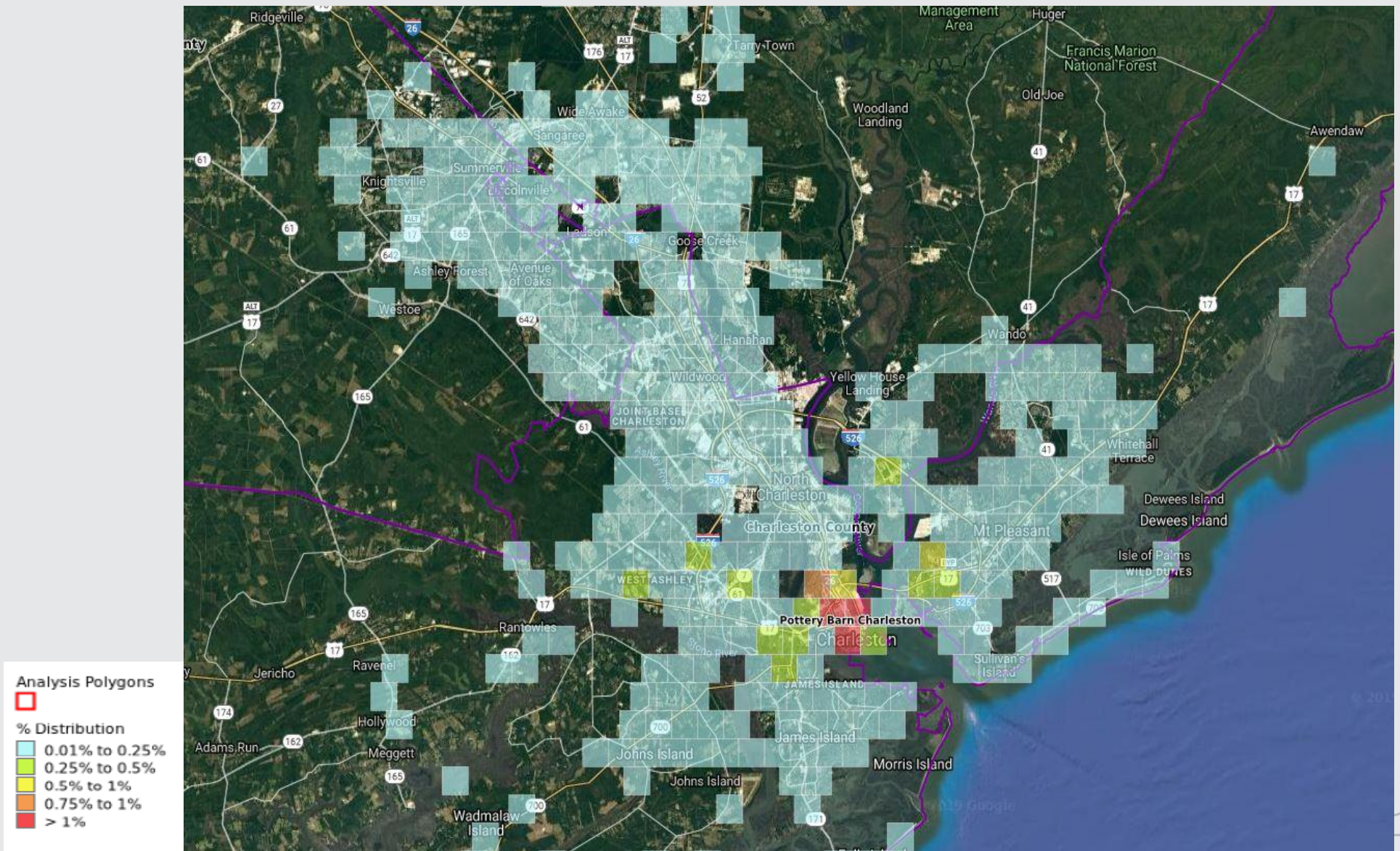
Competing Markets – Tanger, North Charleston



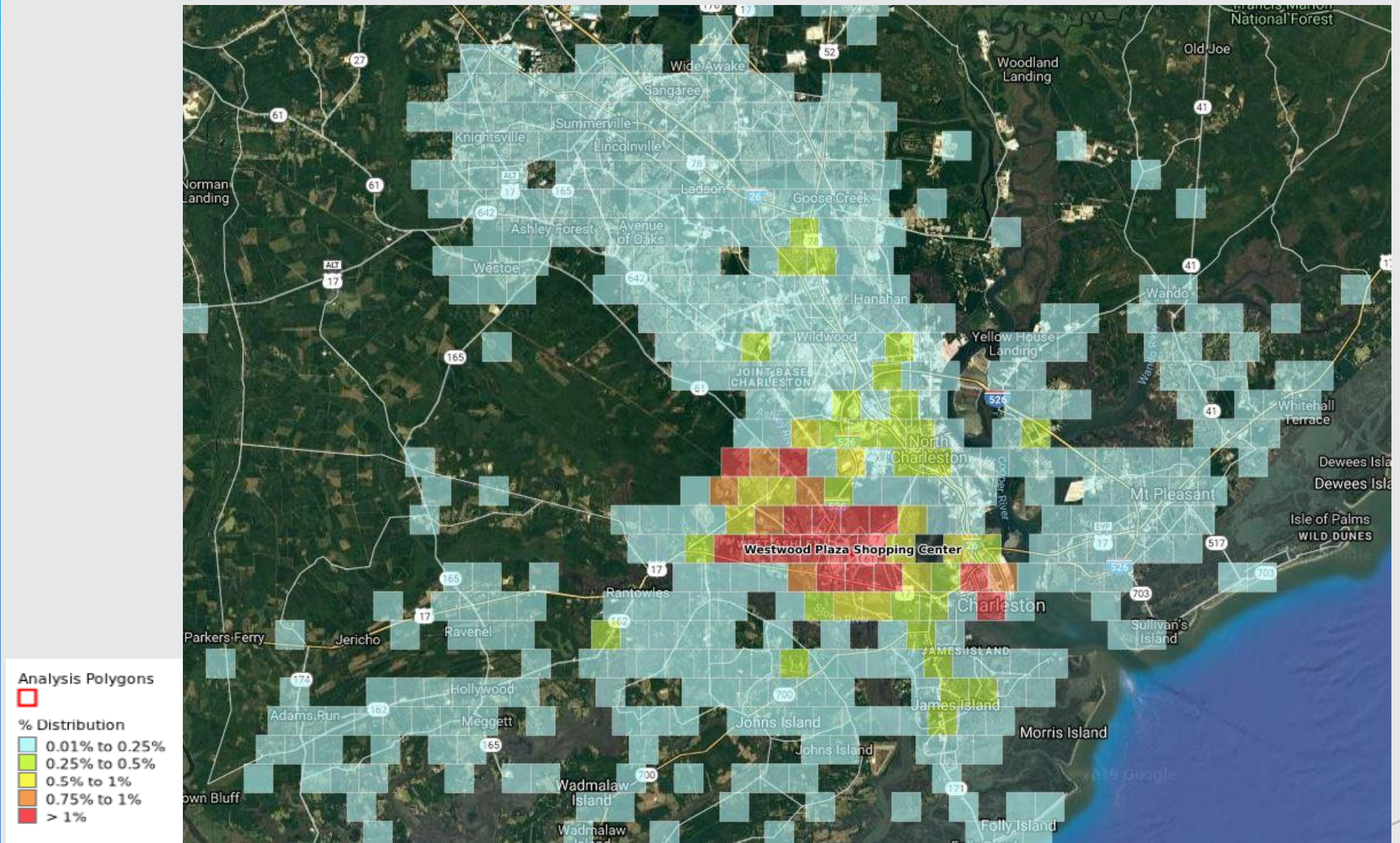
Competing Markets- Northwoods Mall-Charleston



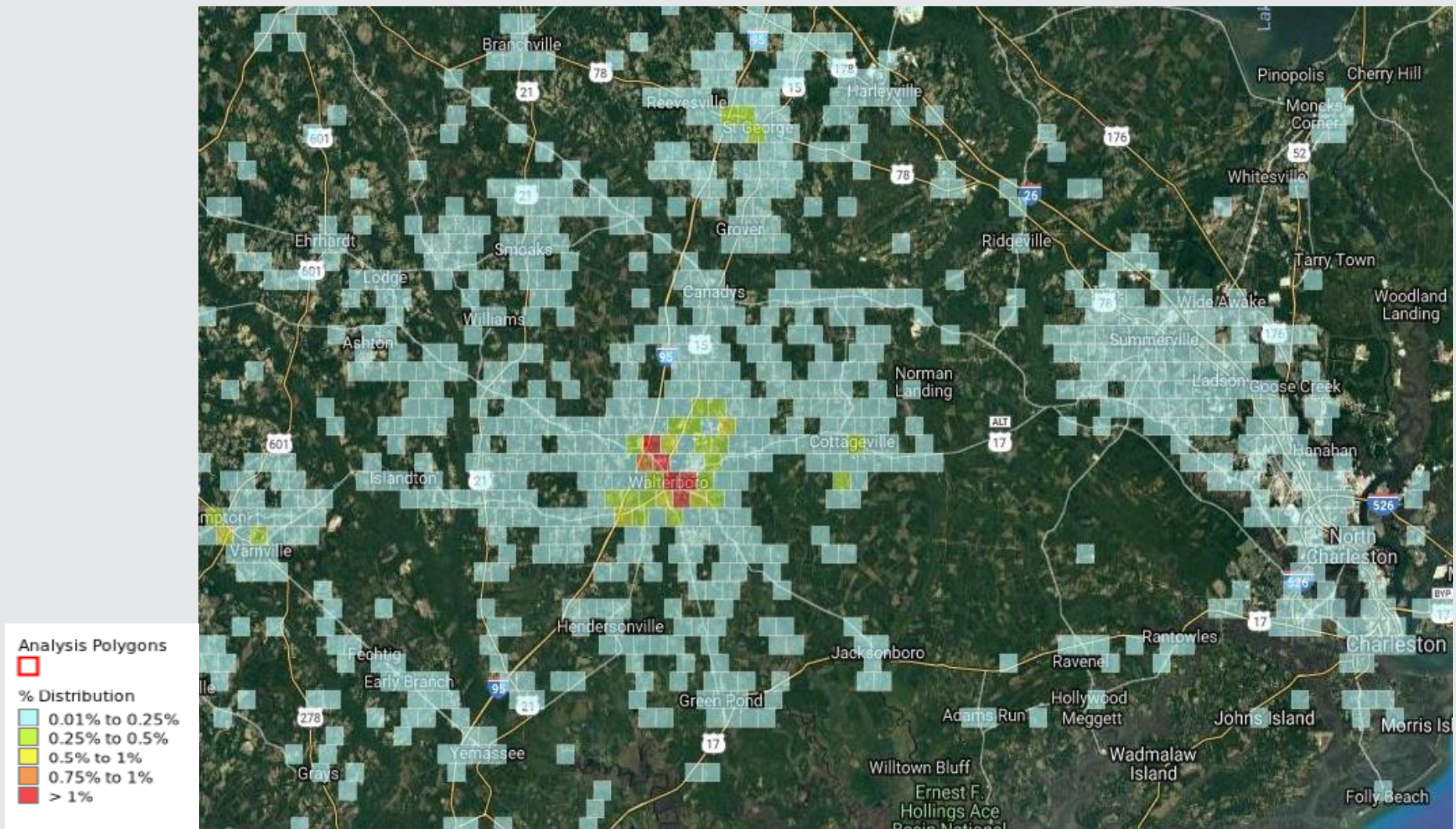
Competing Markets- Pottery Barn, Downtown Charleston



Competing Markets – Westwood Plaza



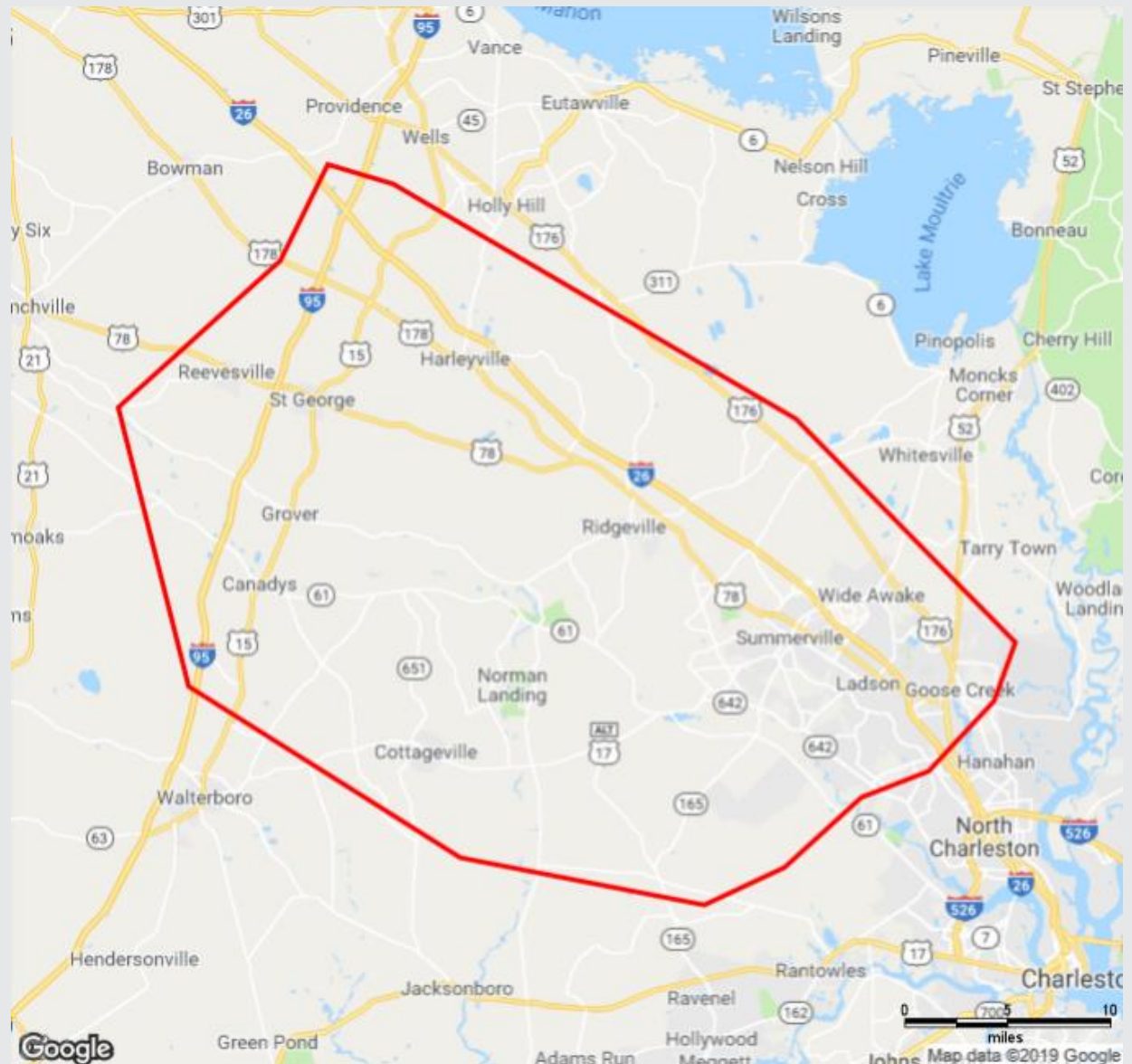
Competing Markets – Walterboro Walmart



Customized Trade Area: Summerville Walmart

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop online.



Customized Trade Area: Summerville Walmart

308,110

2018 estimated population

329,315

projected 2023 population



6.9%

projected growth rate
2018-2023

36

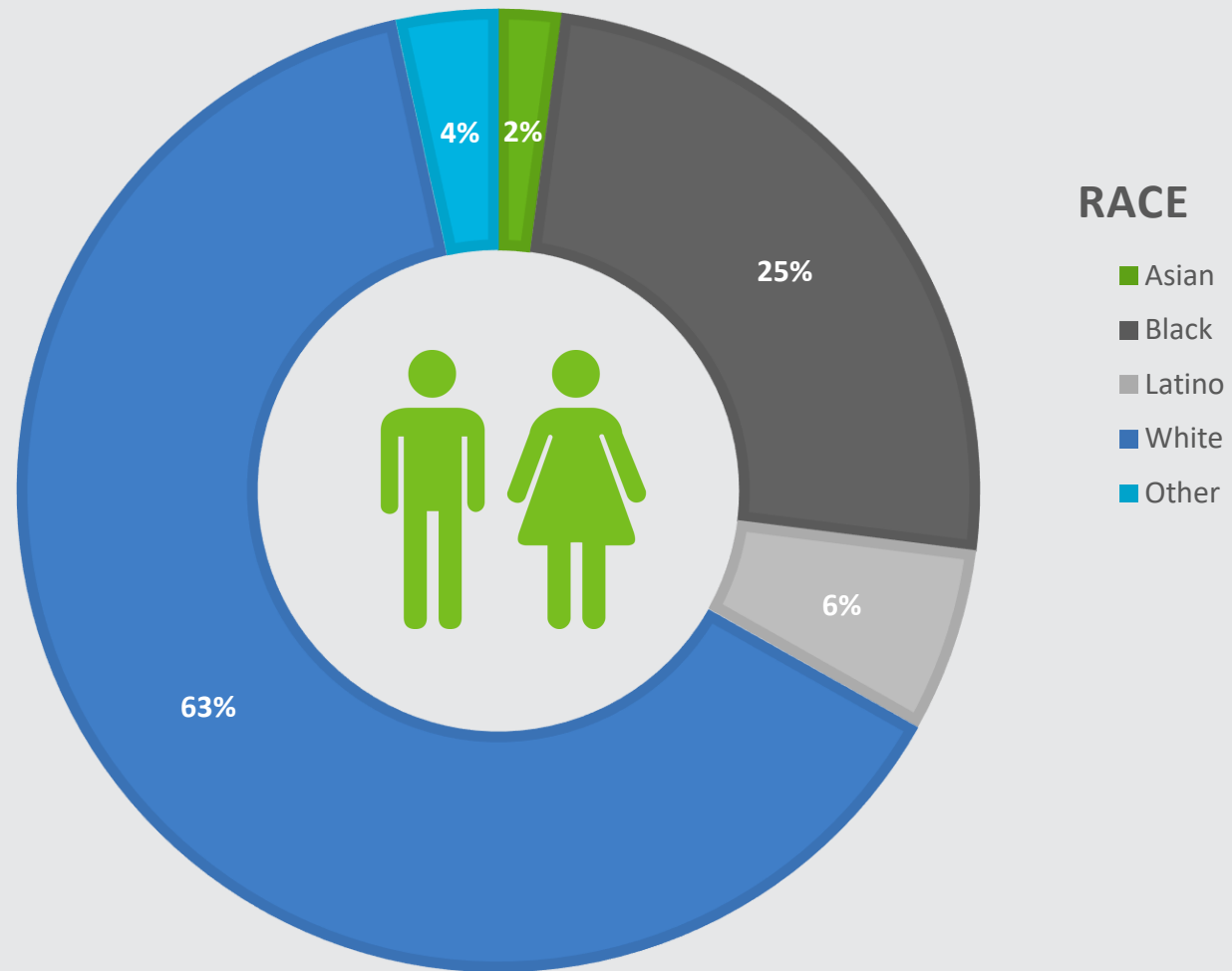
male average age

38

female average age

Customized Trade Area: Summerville Walmart

CURRENT YEAR ESTIMATED POPULATION BY RACE



Customized Trade Area: Summerville Walmart

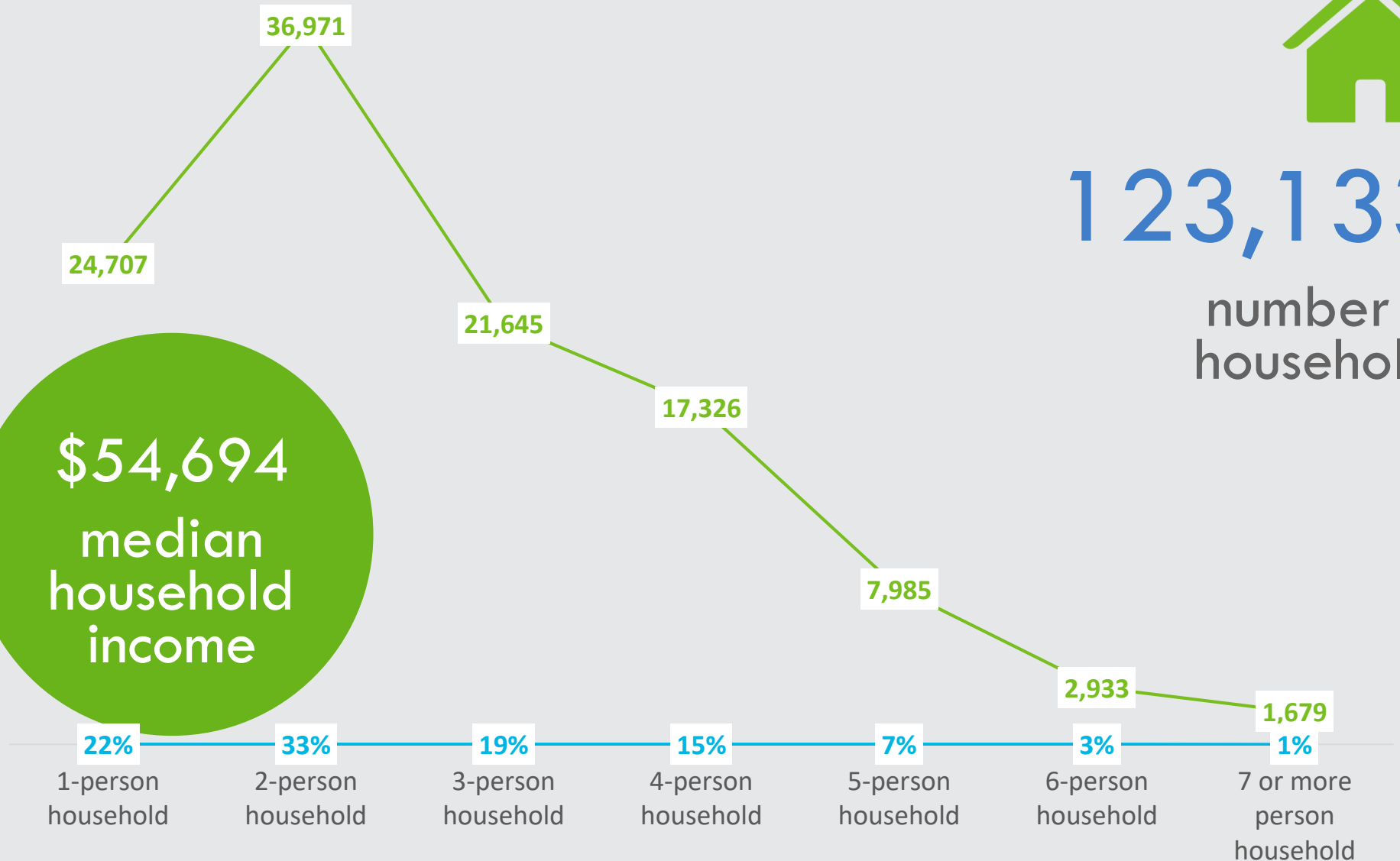
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



123,133

number of
households

\$54,694
median
household
income



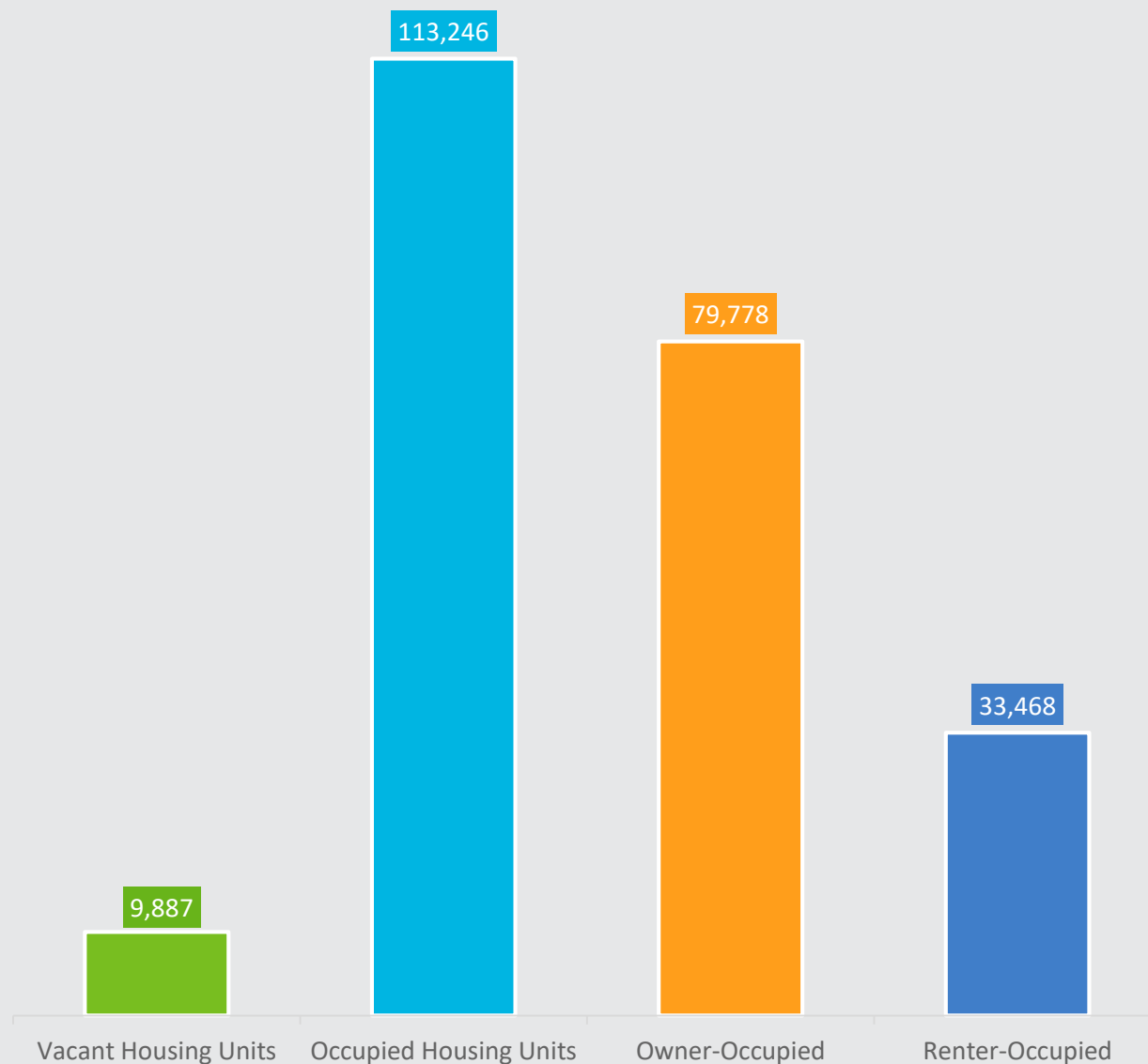
Customized Trade Area: Summerville Walmart

2018 ESTIMATED HOUSING UNITS BY TENURE



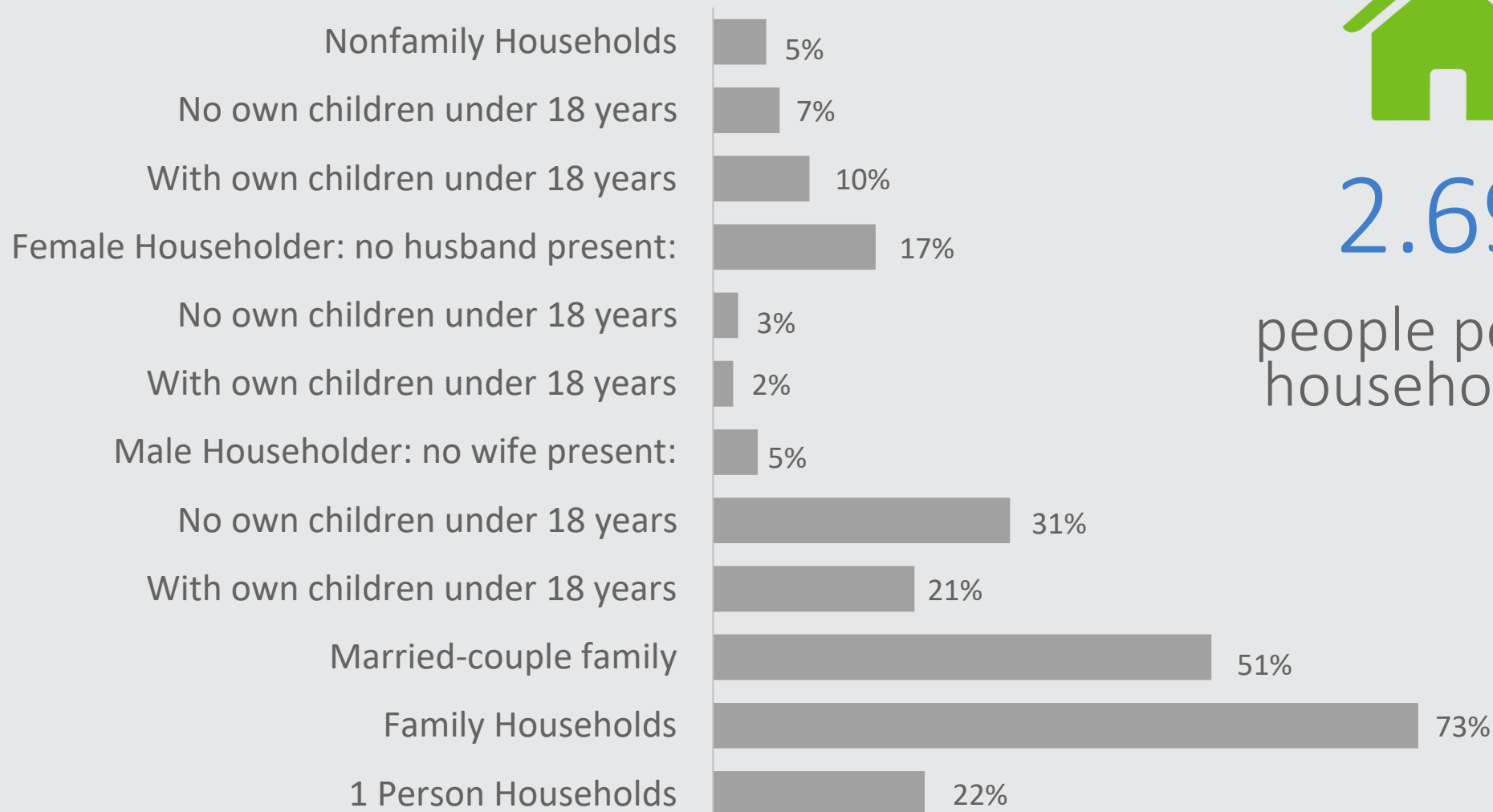
\$244,126

average housing unit
value



Customized Trade Area: Summerville Walmart

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.69

people per
household

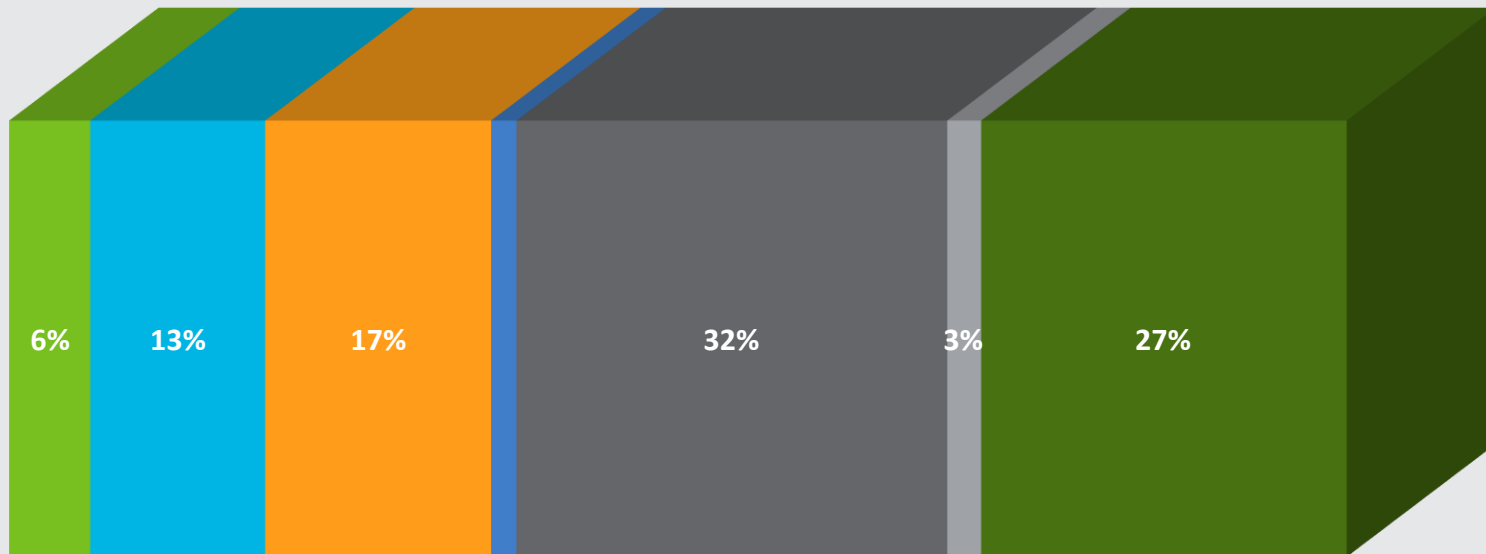
Discover

Customized Trade Area: Summerville Walmart

DAYTIME POPULATION

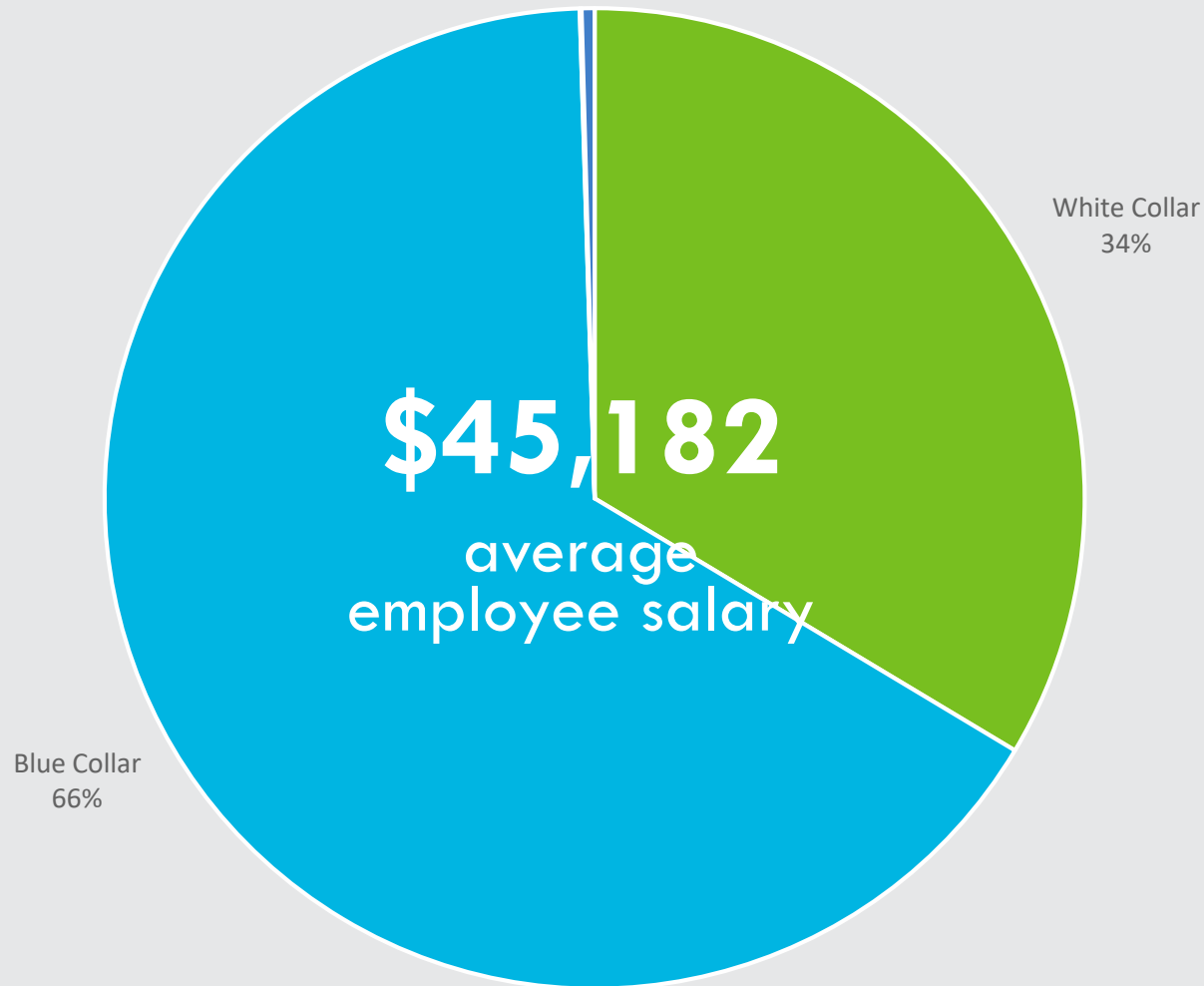
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

252,654 daytime
population



Discover

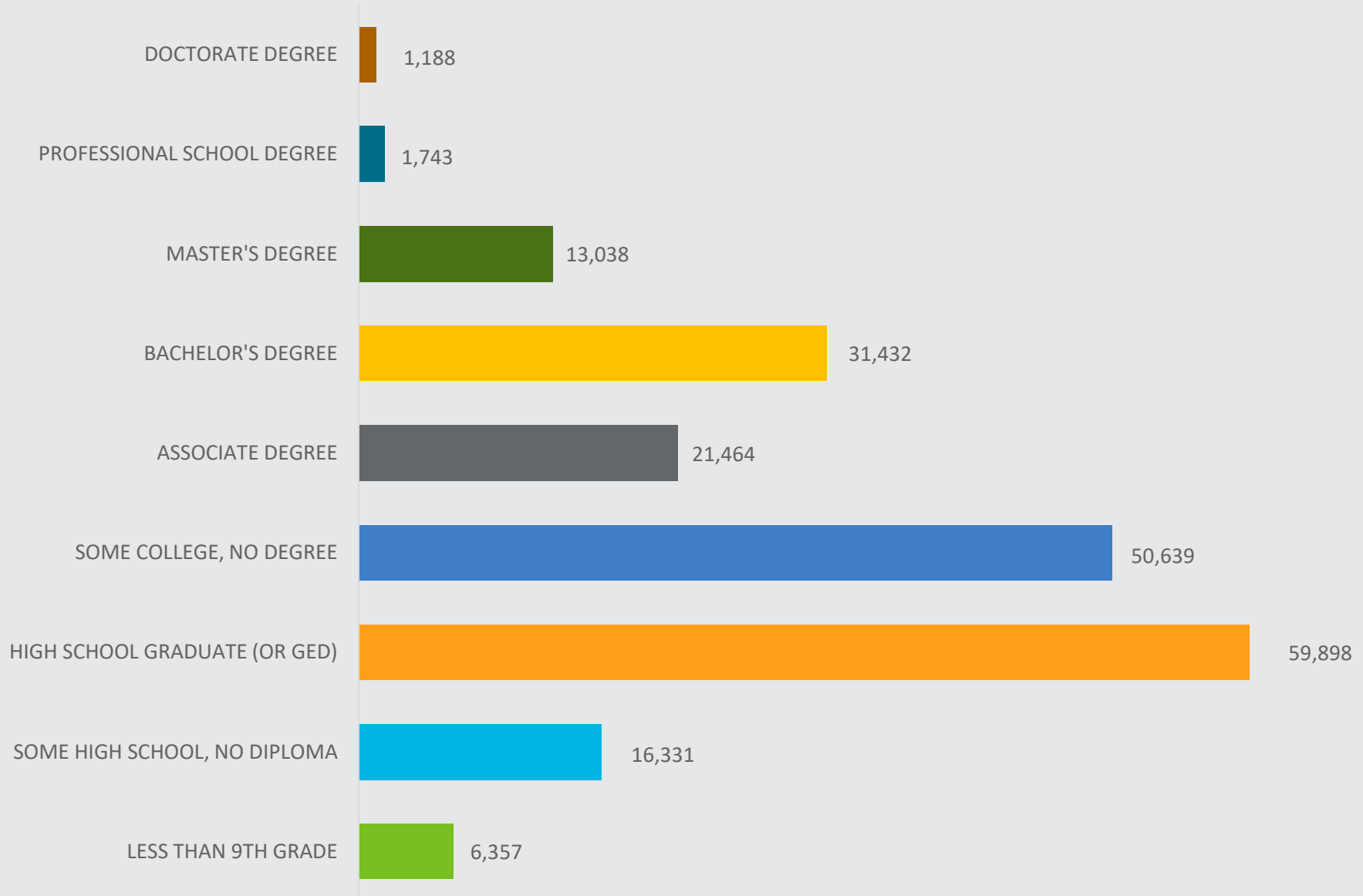
Customized Trade Area: Summerville Walmart



Discover

Customized Trade Area: Summerville Walmart

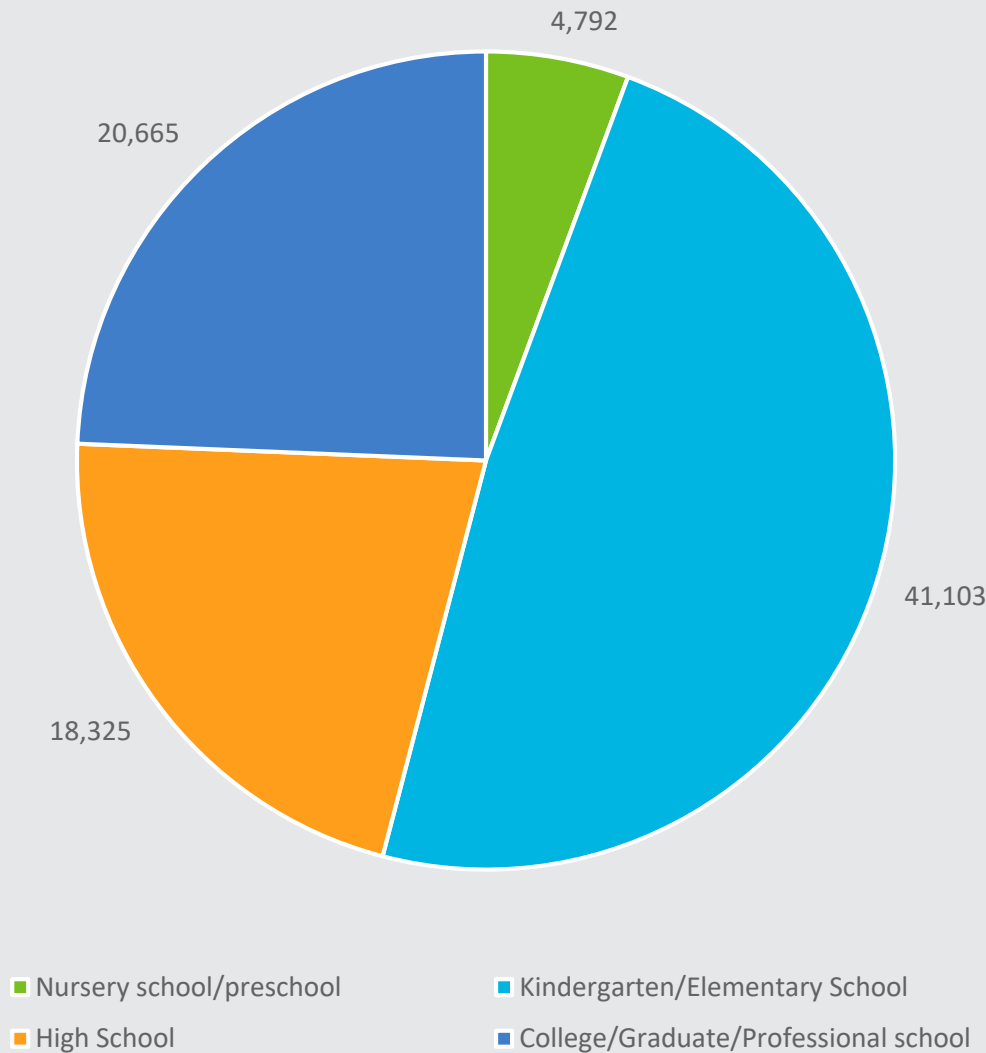
CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



Discover

Customized Trade Area: Summerville Walmart

**Current Year Estimated
Population by Enrollment**



Customized Trade Area: Summerville Downtown

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



Customized Trade Area: Summerville Downtown

193,808

2018 estimated population

213,586

projected 2023 population



10.2%

projected growth rate
2018-2023

36

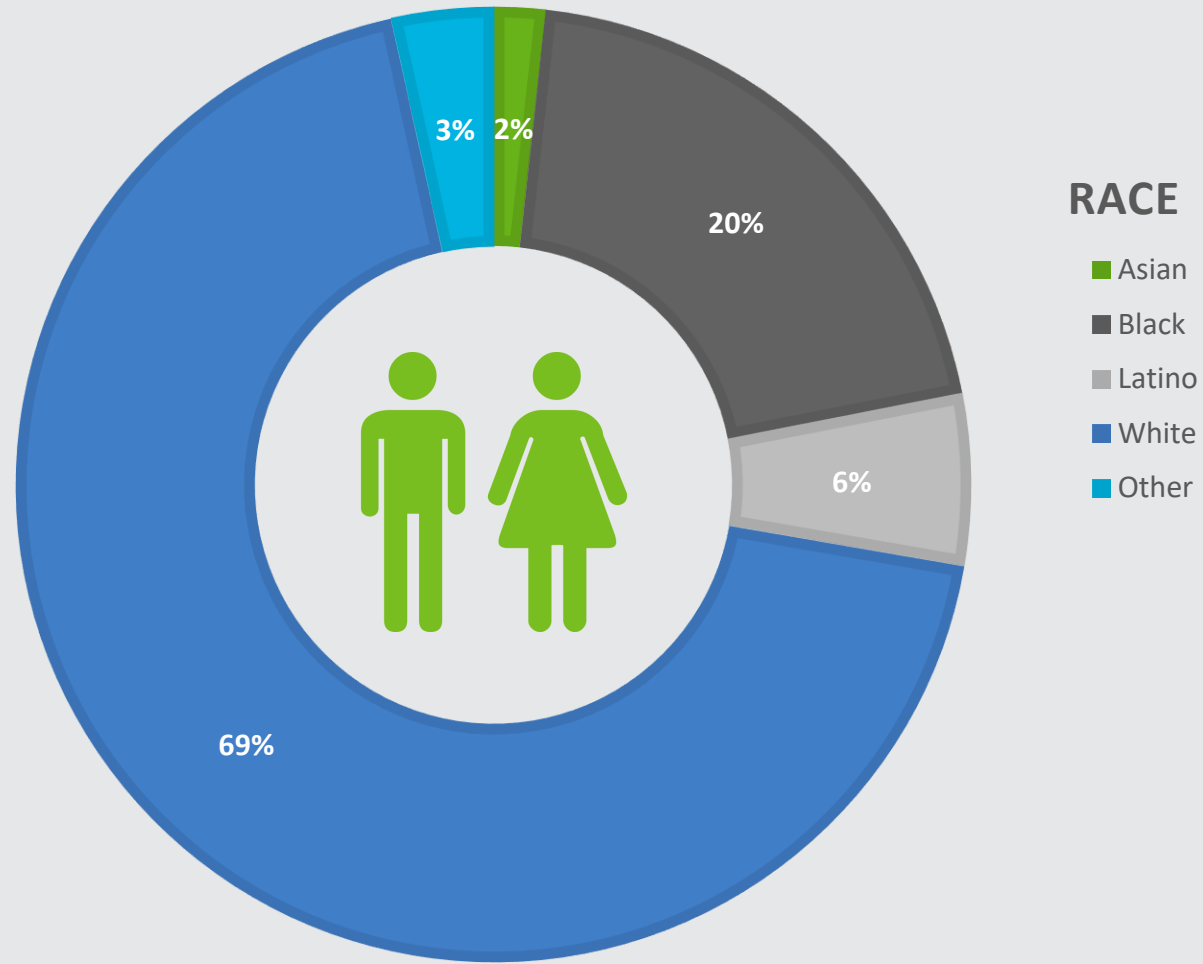
male average age

38

female average age

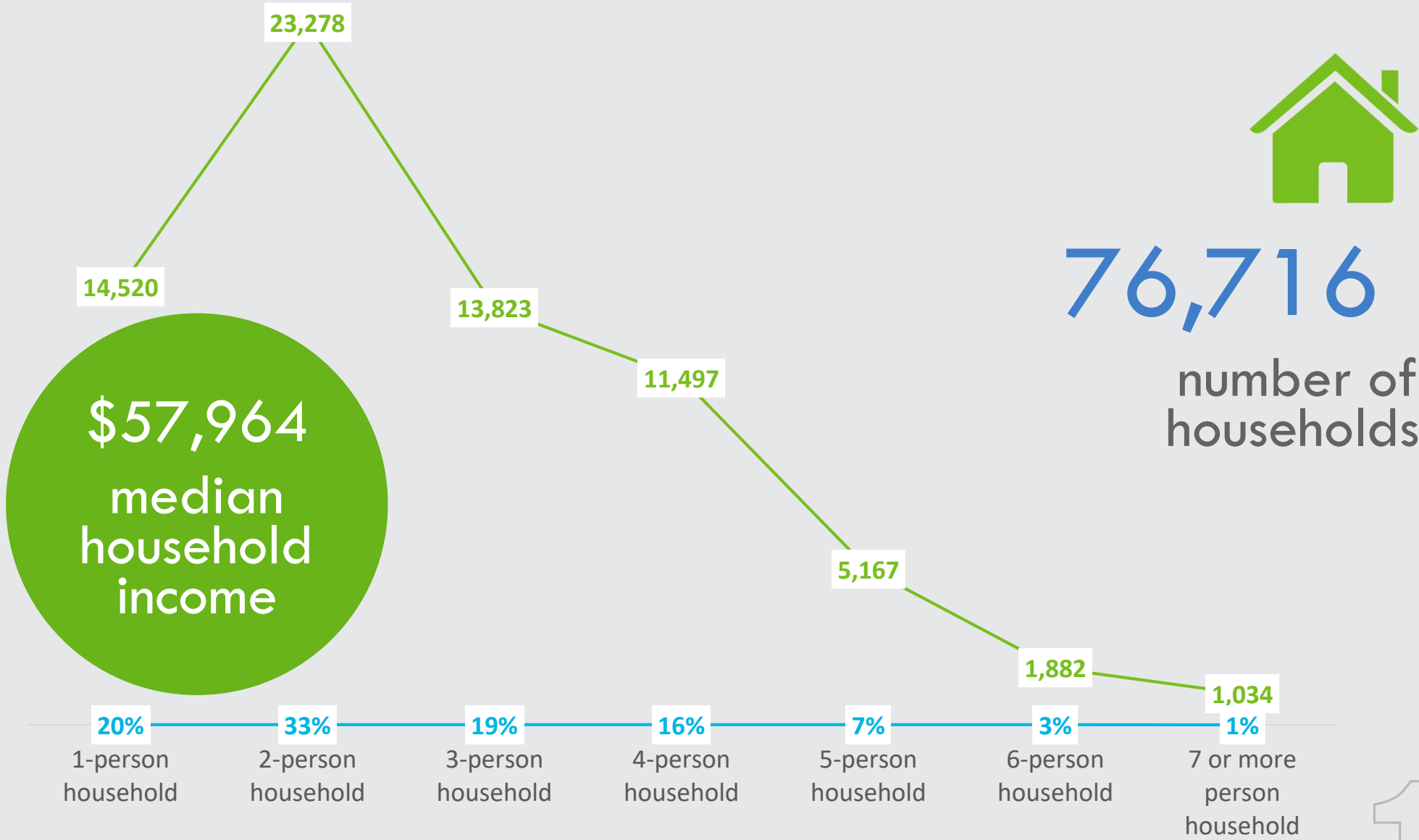
Customized Trade Area: Summerville Downtown

CURRENT YEAR ESTIMATED POPULATION BY RACE



Customized Trade Area: Summerville Downtown

CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



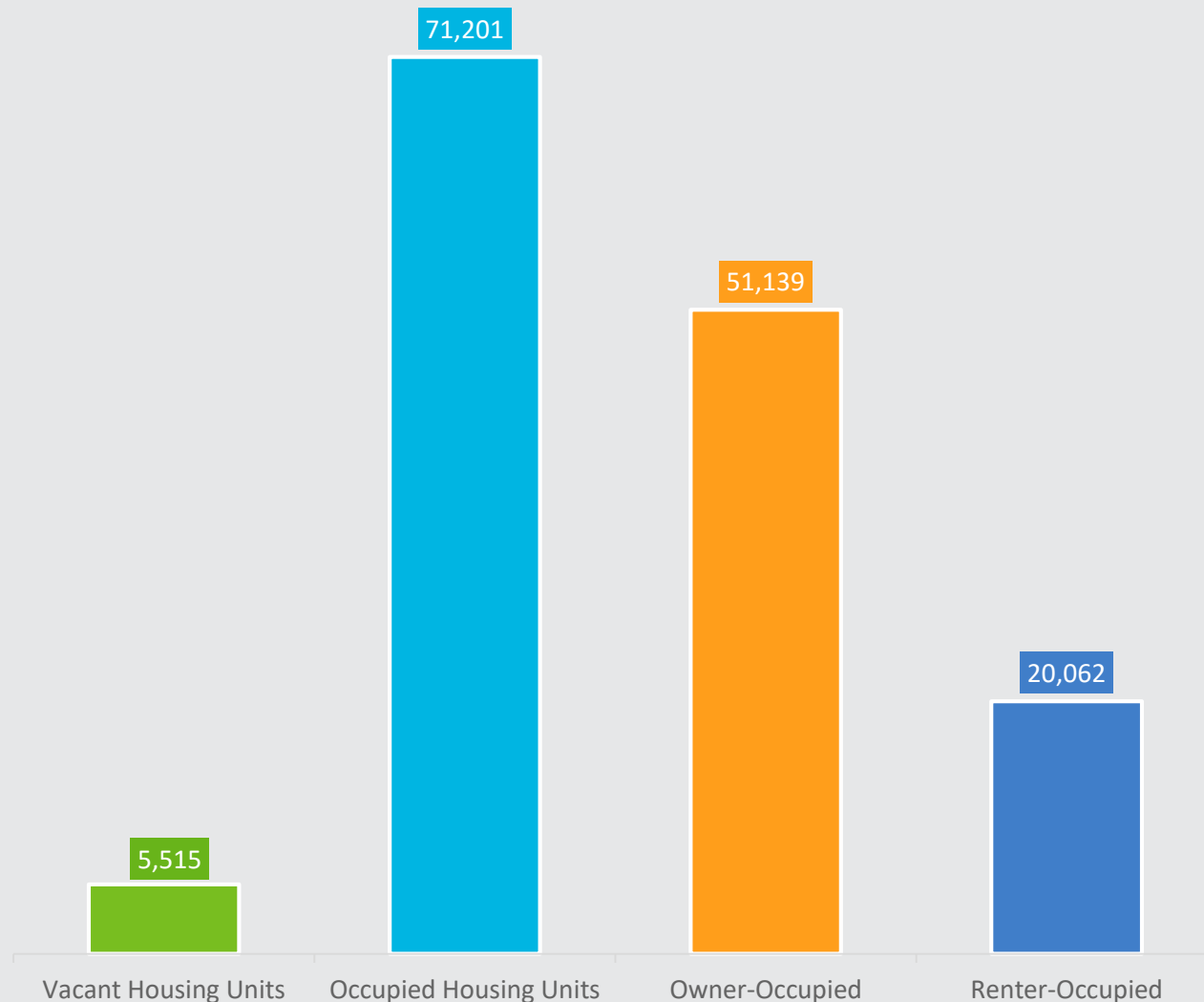
Customized Trade Area: Summerville Downtown

2018 ESTIMATED HOUSING UNITS BY TENURE



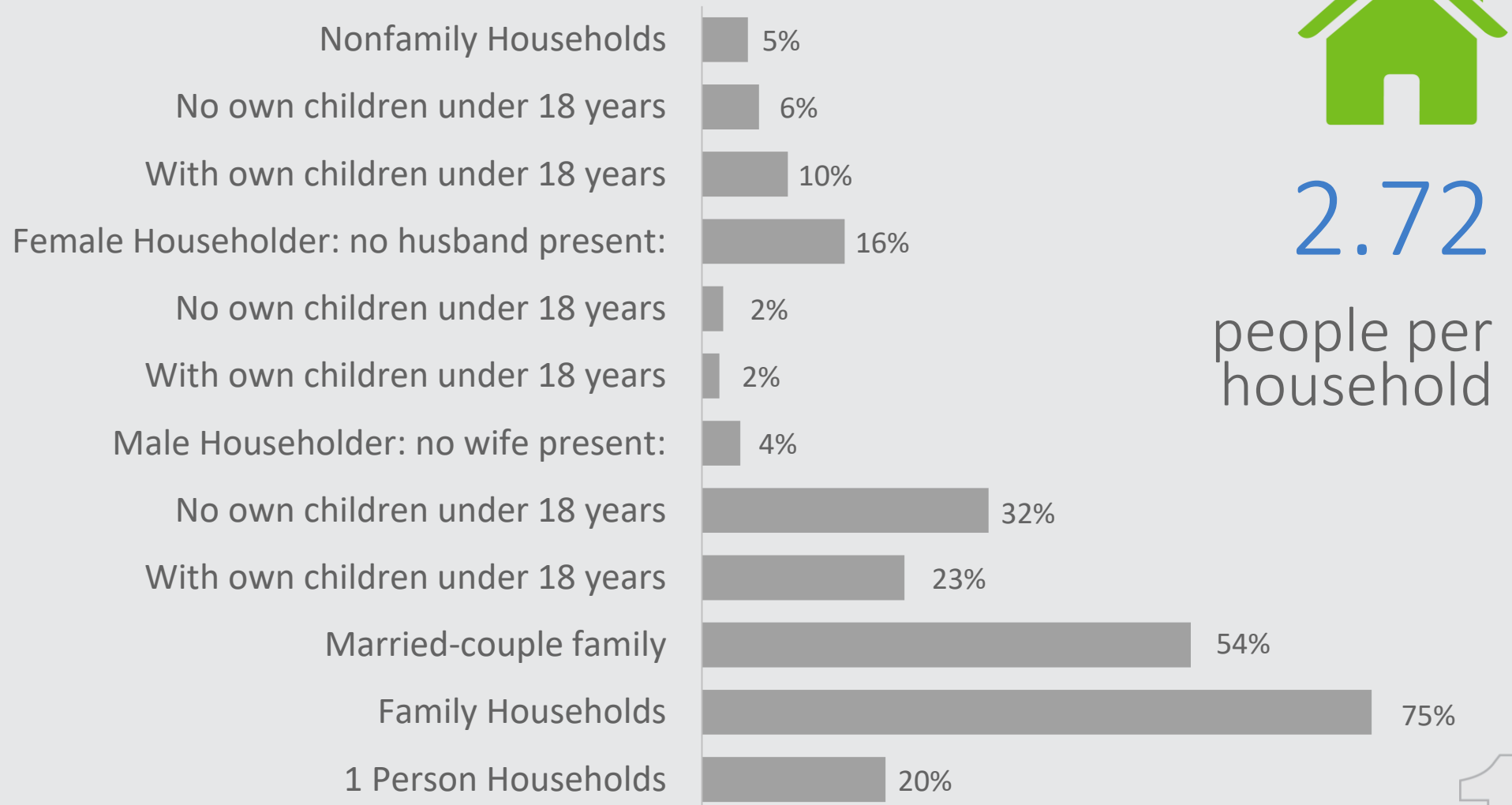
\$257,536

average housing unit
value



Customized Trade Area: Summerville Downtown

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



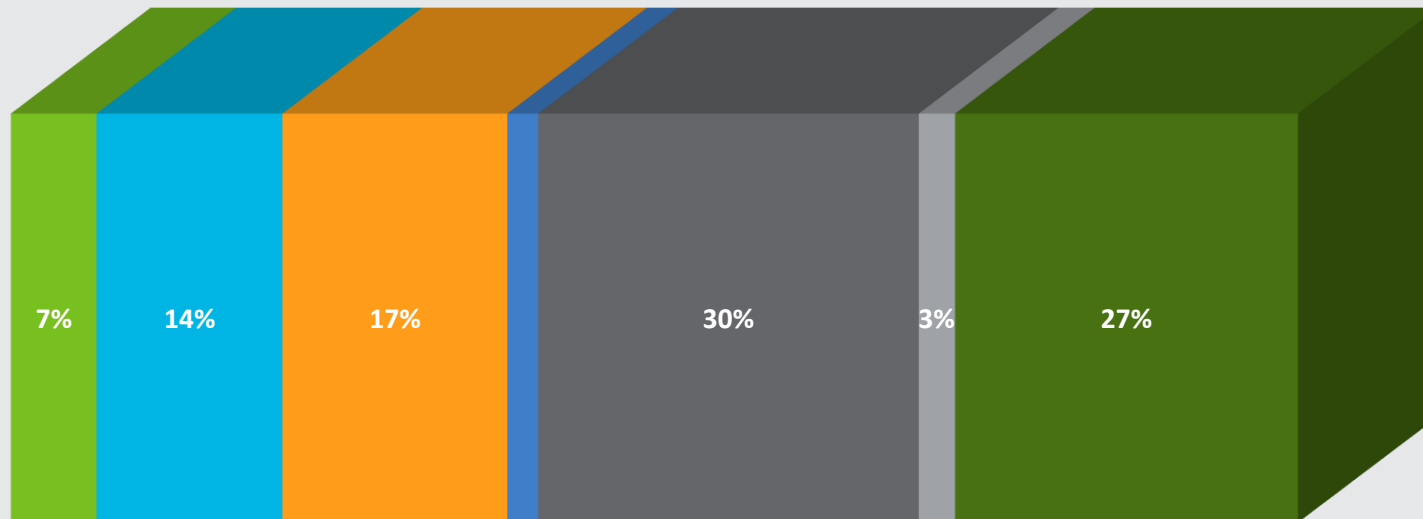
Discover

Customized Trade Area: Summerville Downtown

DAYTIME POPULATION

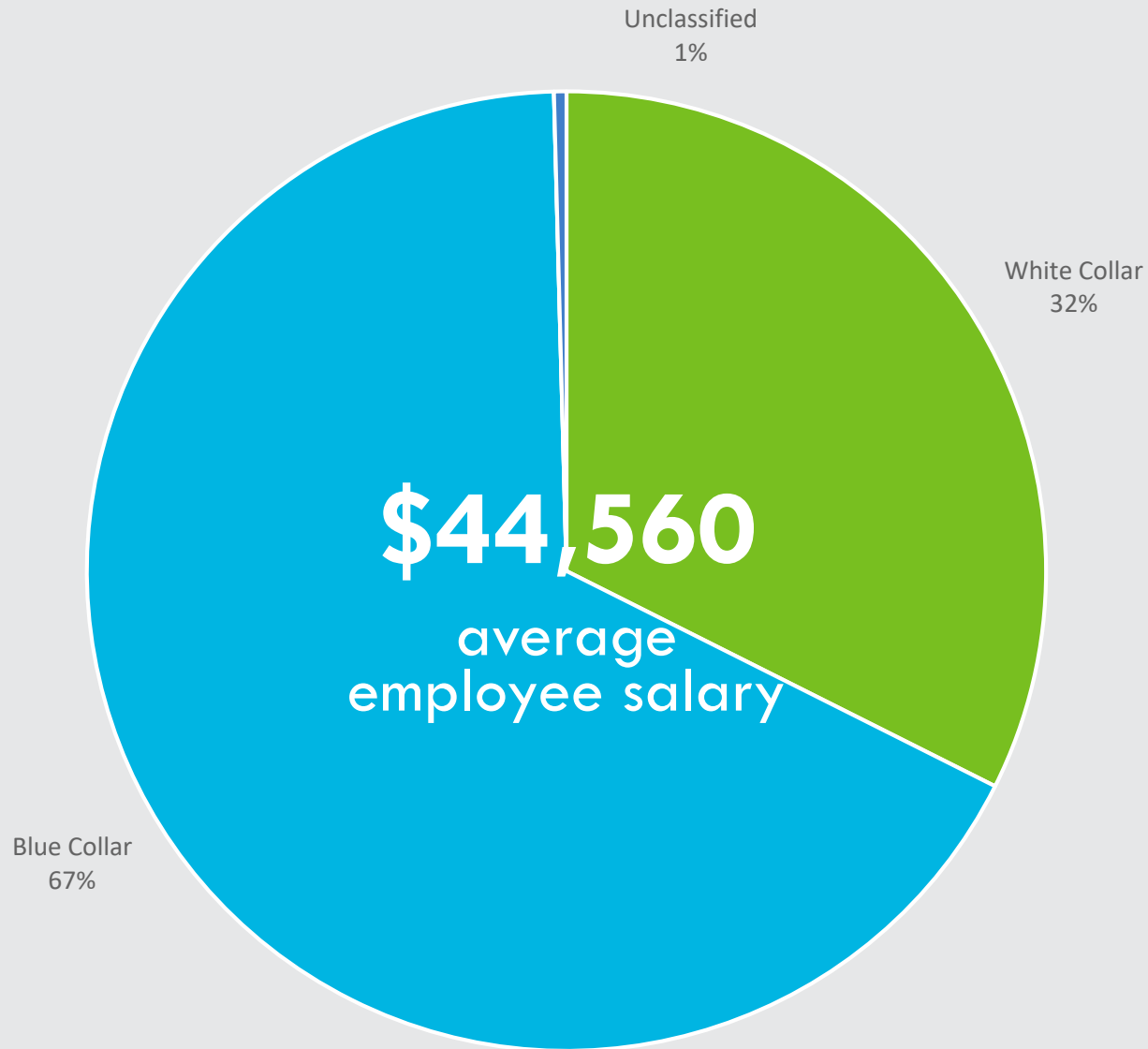
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

138,930 daytime
population



Discover

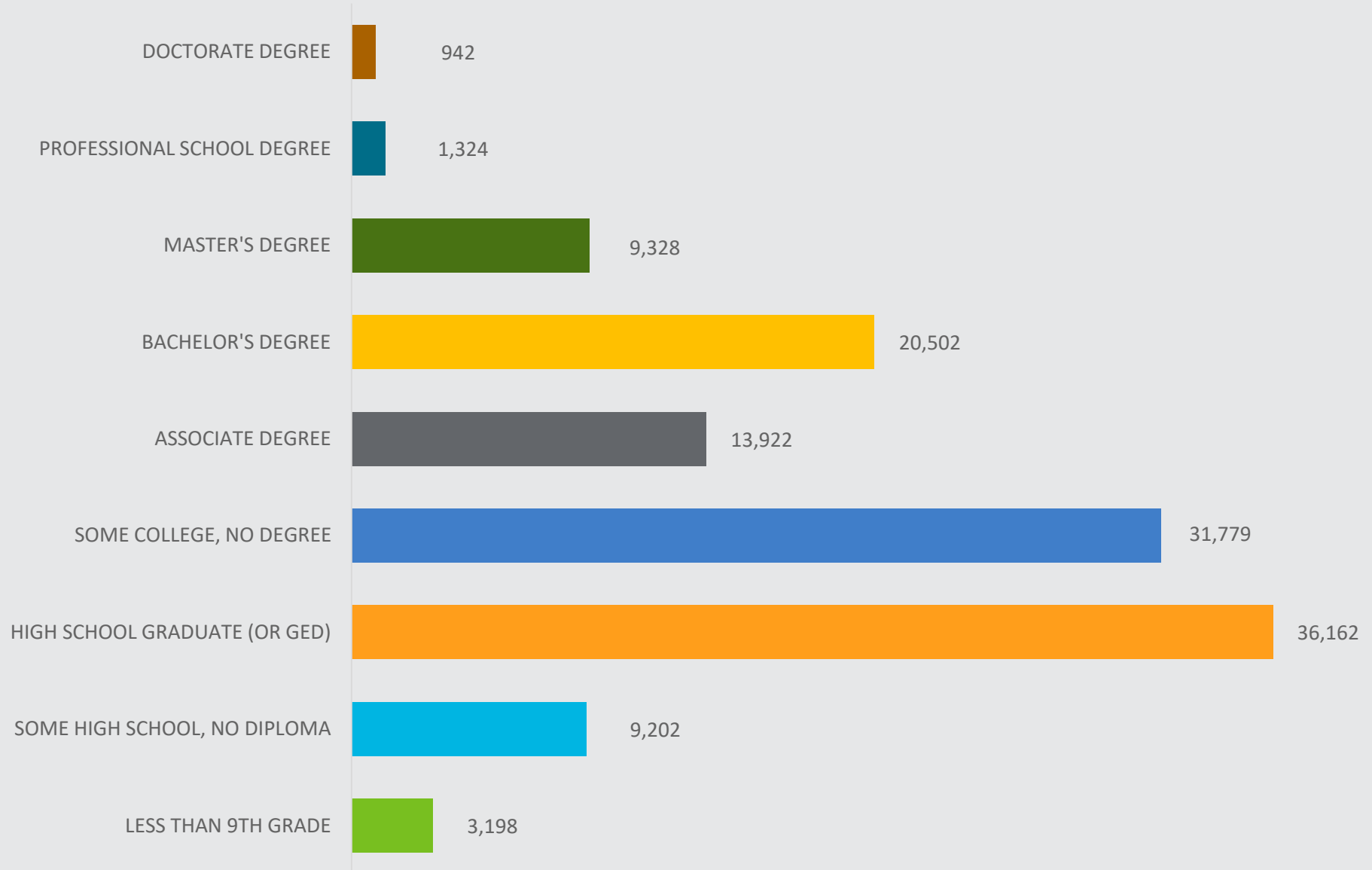
Customized Trade Area: Summerville Downtown



Discover

Customized Trade Area: Summerville Downtown

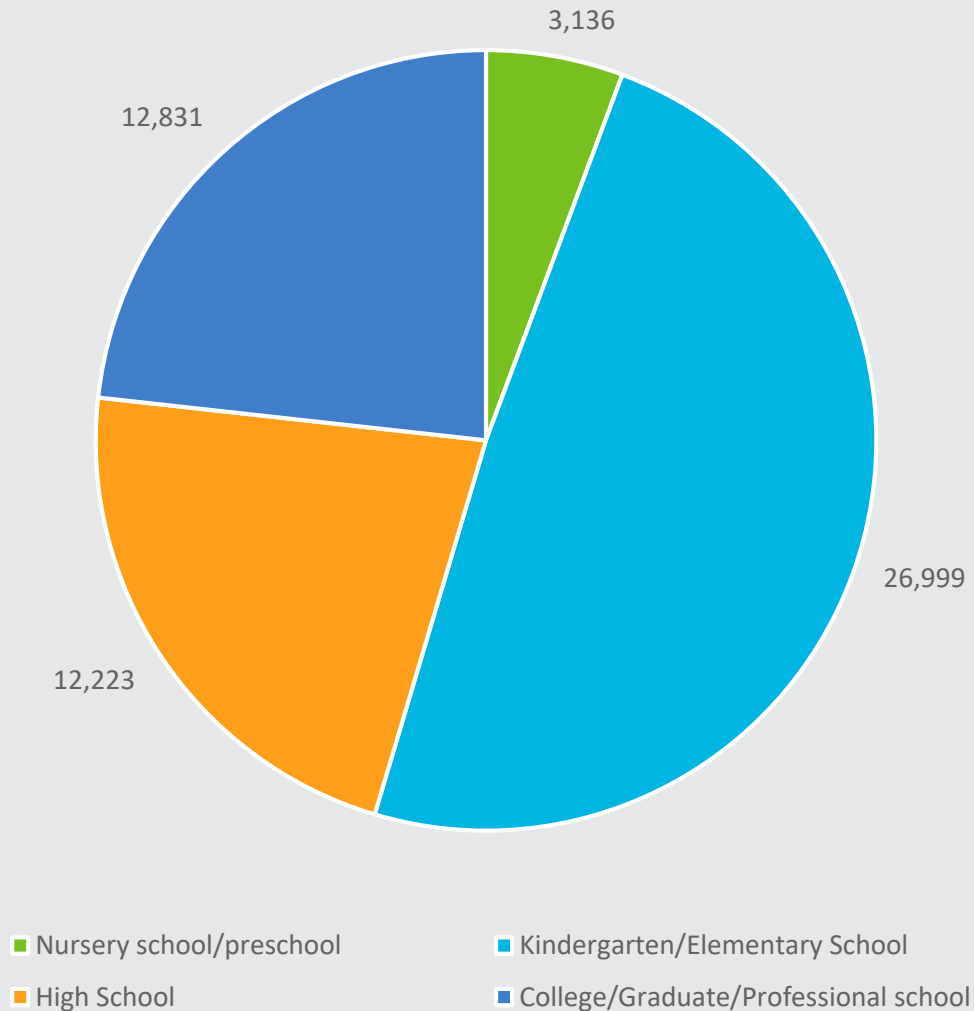
CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



Discover

Customized Trade Area: Summerville Downtown

**Current Year Estimated
Population by Enrollment**



Discover

Lifestyle reports allow **BIG DATA** to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe “Who is Dorchester County?”, often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer spending behavior based on personality allows Retail Strategies to better align the retail prospects with the purchasing patterns of the consumers in your market.

ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

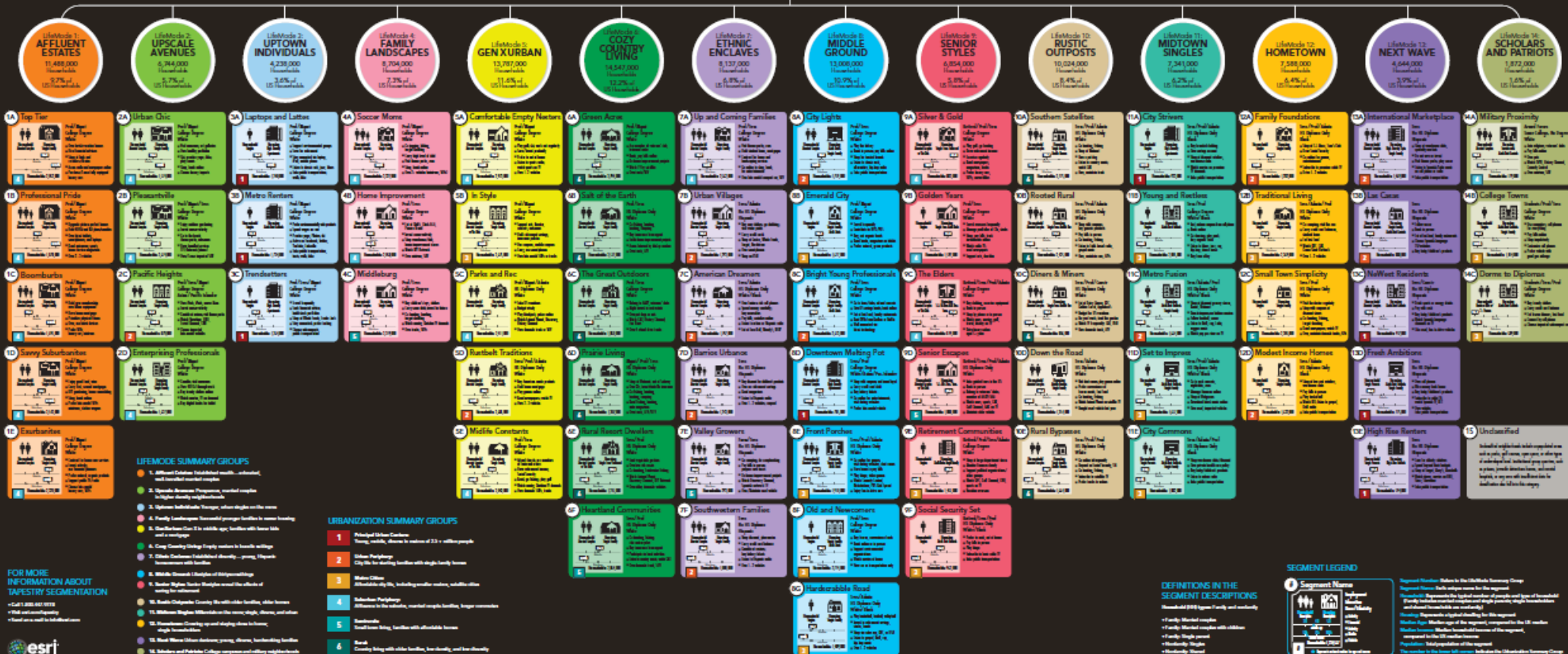
Discover: Research & Analytics

TAPESTRY™ SEGMENTATION

The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA		
Total Population: 314,468,000	Median Income: \$51,000	Home Ownership Rate: 64%
Total Households: 118,979,000	Median Net Worth: \$71,000	Average Household Size: 2.58
Median Age: 37.6	Diversity Index: 62.1	Home Value: \$177,000



FOR MORE
INFORMATION ABOUT
TAPESTRY SEGMENTATION

eCall 1.800.667.0778
 eMail enquiries@equity.com
 eFax enquiries@equity.com

Discover: Psychographics

Shopper Segmentation



Richard Branson

- ▶ Net Worth - \$5.3B
- ▶ **Ability to Spend - High**
- ▶ Perception - "Shopaholic"
- ▶ **Propensity to Spend - High**



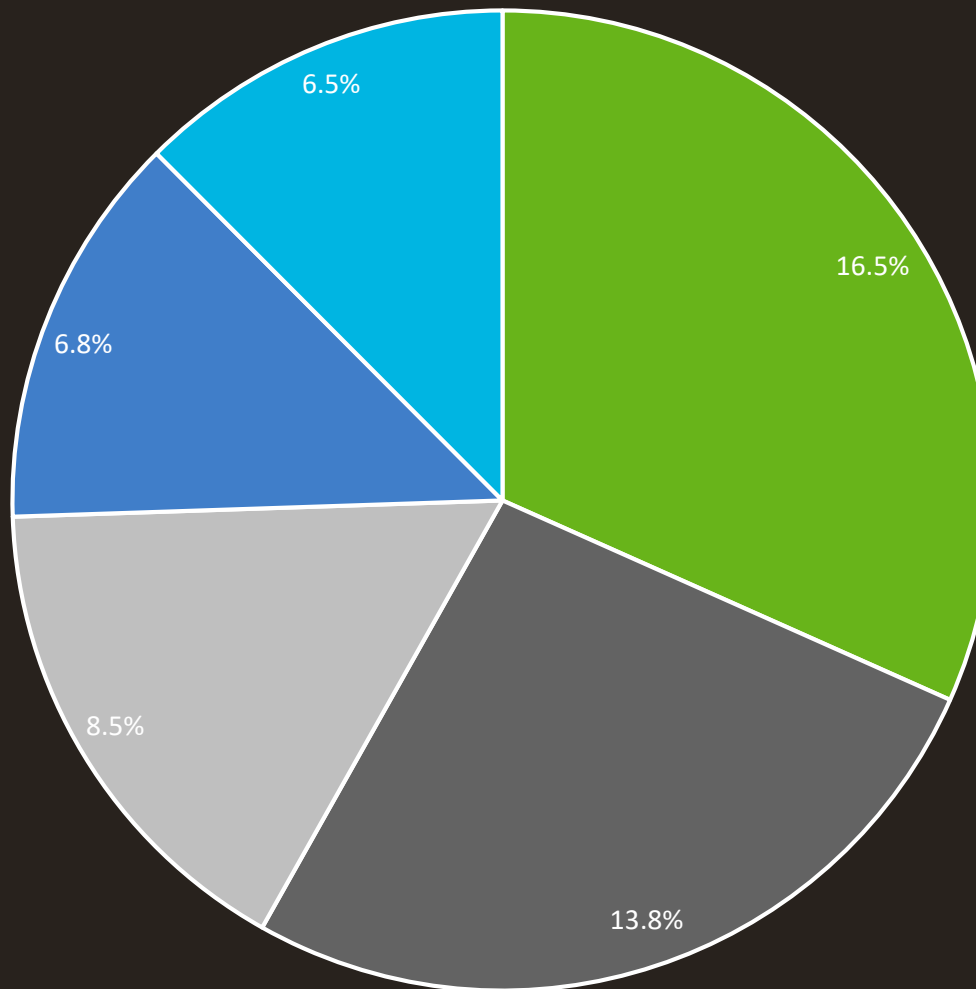
Warren Buffett

- ▶ Net Worth \$93.2B
- ▶ **Ability to Spend - Highest**
- ▶ Perception - "Tightwad"
- ▶ **Propensity to Spend - Low**

Discover: Psychographic Profile

ESRI Tapestry Segmentation

10 MILE RADIUS



- Middleburg (4C)
- Up and Coming Families (7A)
- American Dreamers (7C)
- Metro Fusion (11C)
- Southern Satellites (10A)

Discover: Psychographic Profile

ESRI Tapestry Segmentation



LifeMode Group: Family Landscapes

Middleburg

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800



LifeMode Group: Ethnic Enclaves

Up and Coming Families

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000



Discover: Psychographic Profile

ESRI Tapestry Segmentation



LifeMode Group: Ethnic Enclaves

American Dreamers

Households: 1,824,900

Average Household Size: 3.19

Median Age: 32.5

Median Household Income: \$50,900

LifeMode Group: Midtown Singles

Metro Fusion

Households: 1,753,500

Average Household Size: 2.65

Median Age: 29.3

Median Household Income: \$35,700



LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

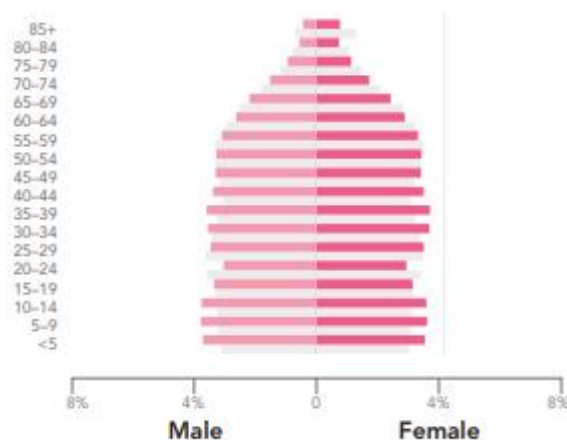
- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

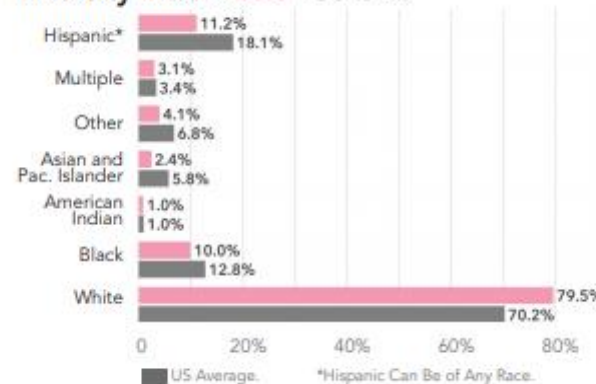
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.5 US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

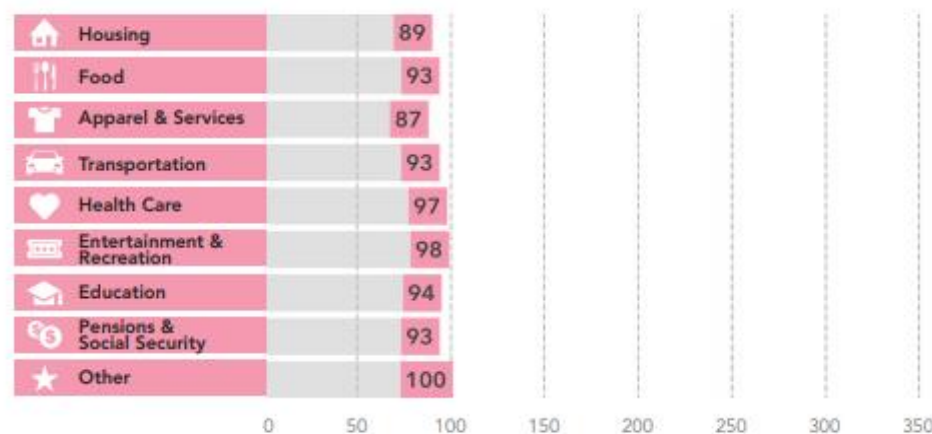


Median Net Worth



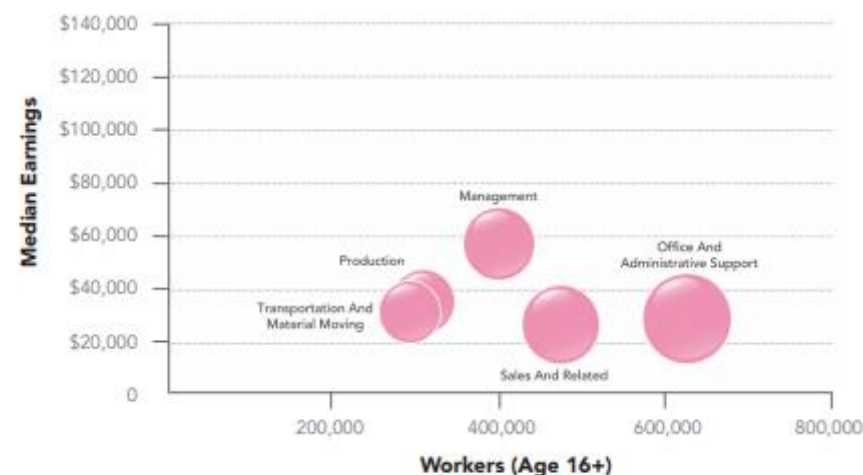
AVERAGE HOUSEHOLD BUDGET INDEX

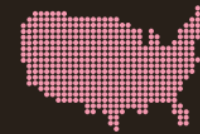
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

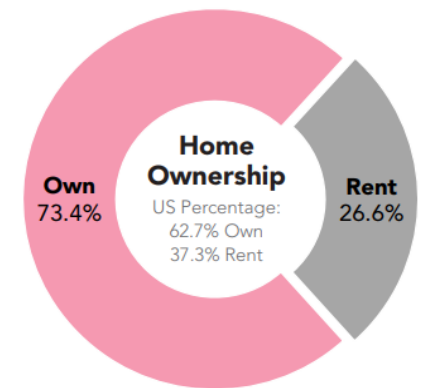
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

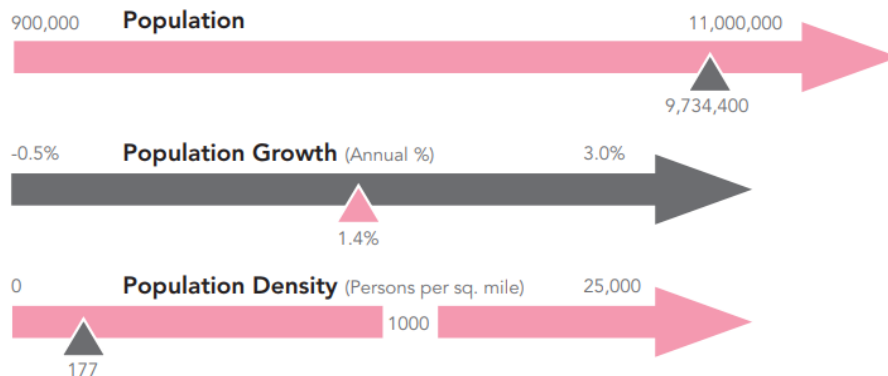
Median Value:
\$175,000

US Median: \$207,300



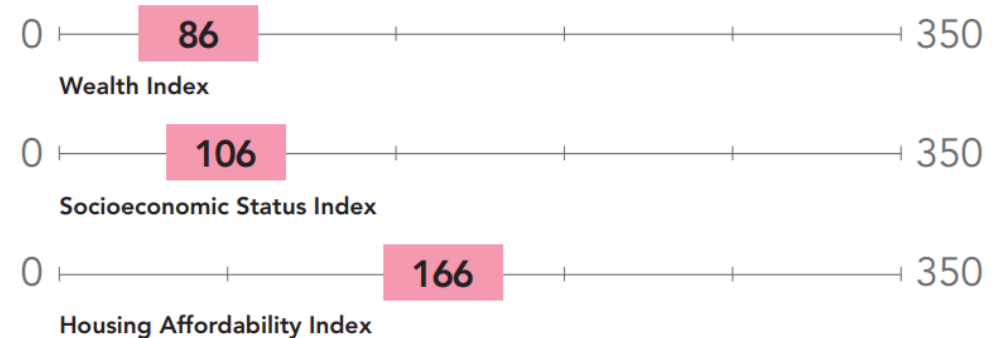
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Ethnic Enclaves

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

SOCIOECONOMIC TRAITS

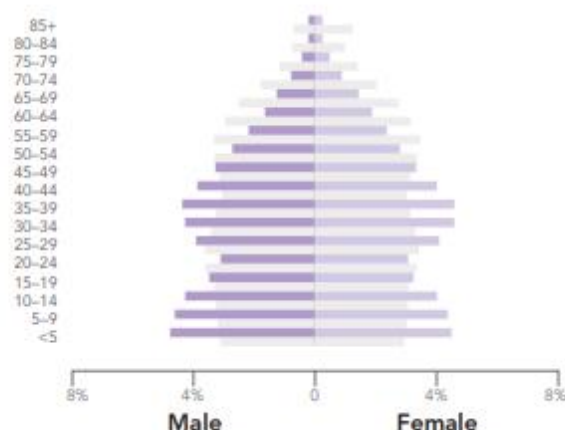
- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.



AGE BY SEX (Esri data)

Median Age: 31.4 US: 38.2

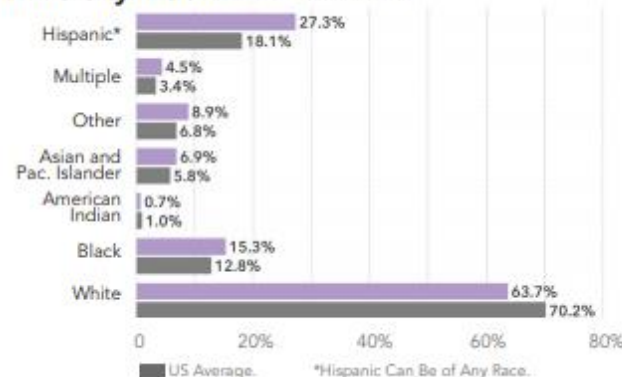
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

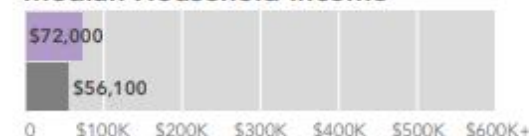
Diversity Index: 73.9 US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

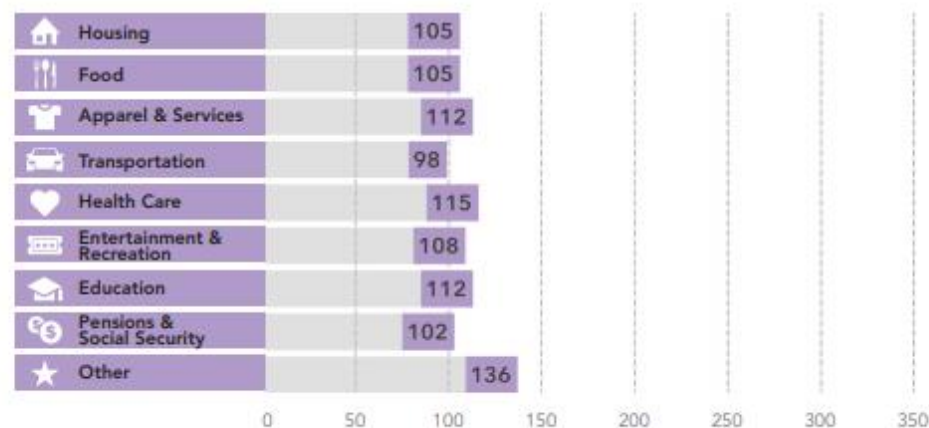


Median Net Worth



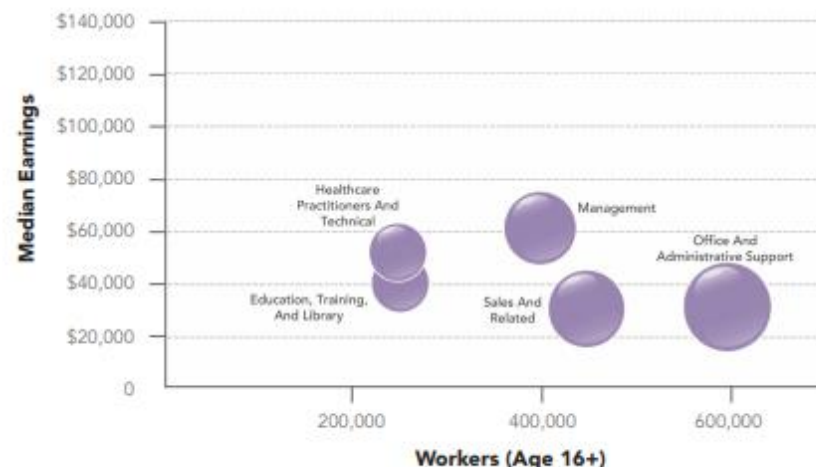
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

HOUSING

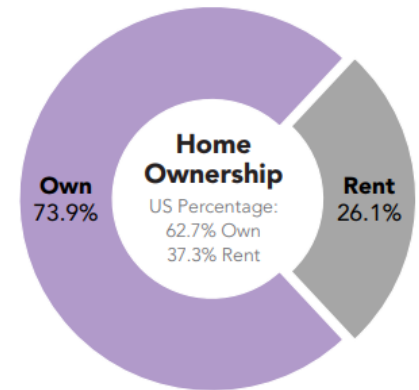
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

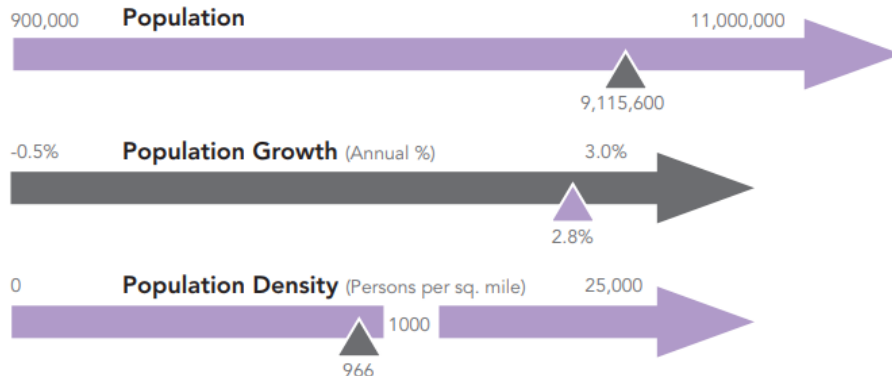
Median Value:
\$194,400

US Median: \$207,300



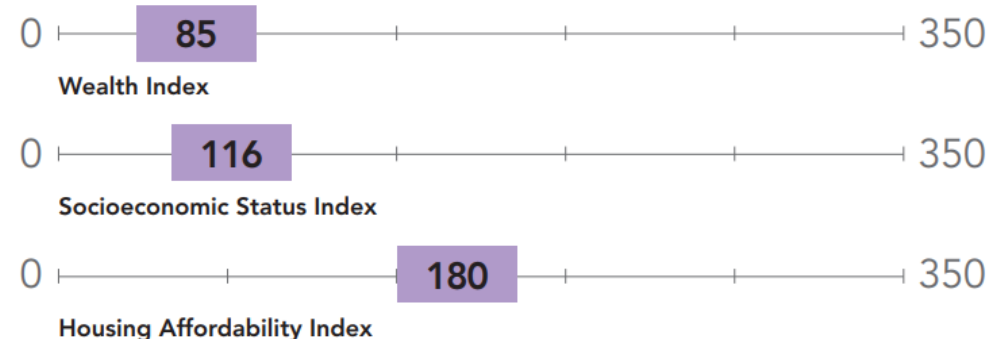
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Ethnic Enclaves

American Dreamers

7C

Households: 1,824,900

Average Household Size: 3.19

Median Age: 32.5

Median Household Income: \$50,900

WHO ARE WE?

Located throughout the South and West, most *American Dreamers* residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.



OUR NEIGHBORHOOD

- *American Dreamers* residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common (Index 201).
- Average household size is higher at 3.19 (Index 123).
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

SOCIOECONOMIC TRAITS

- While nearly 17% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 7.4% (Index 136); labor force participation is also higher at 66%.
- Most *American Dreamers* residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market (Index 116).
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

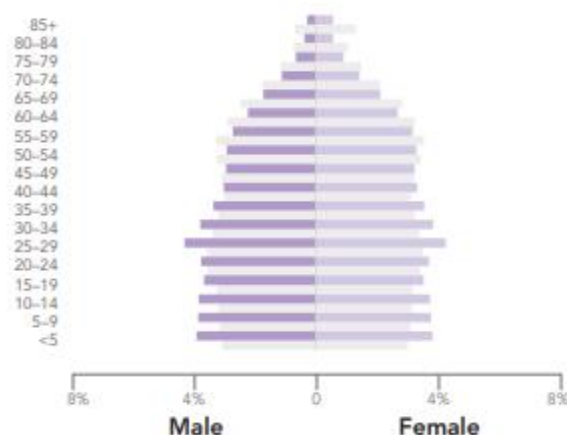
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **32.5** US: 38.2

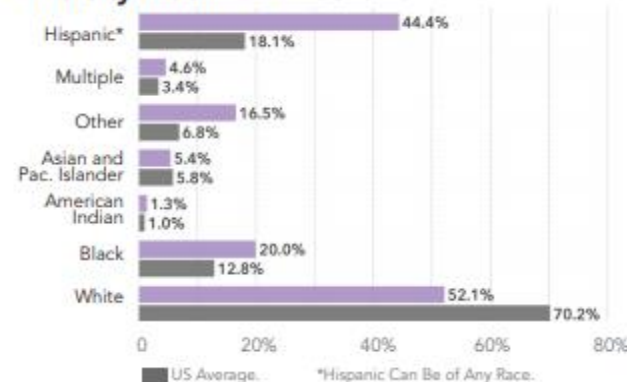
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **84.1** US: 64.0



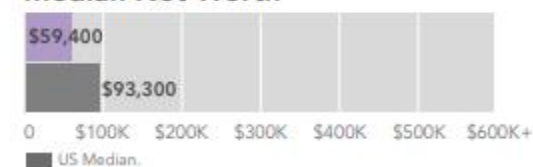
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

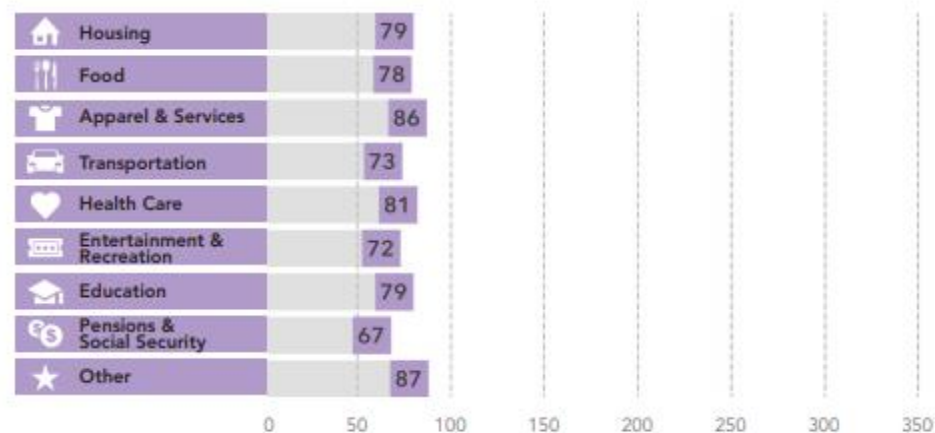


Median Net Worth



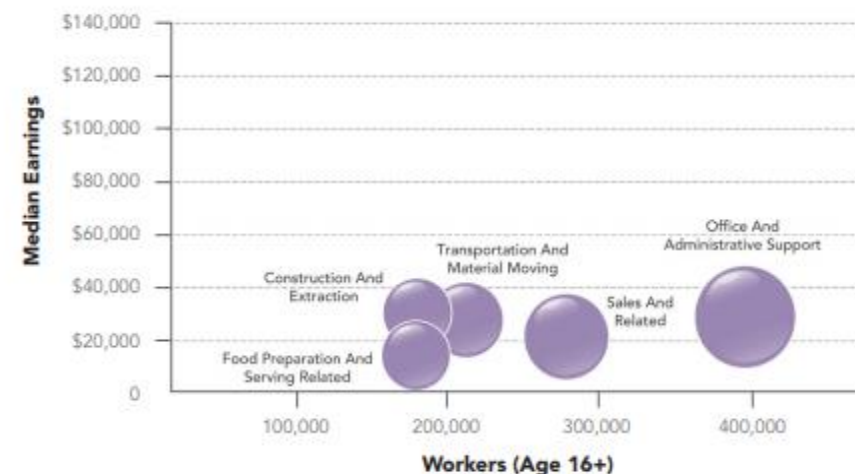
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

HOUSING

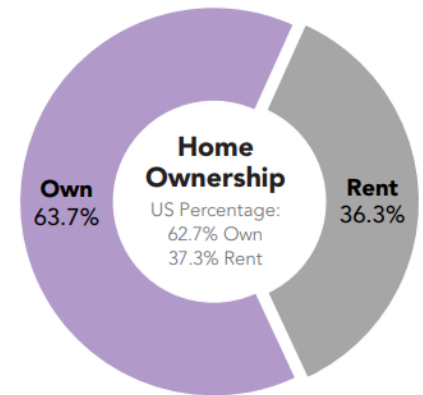
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

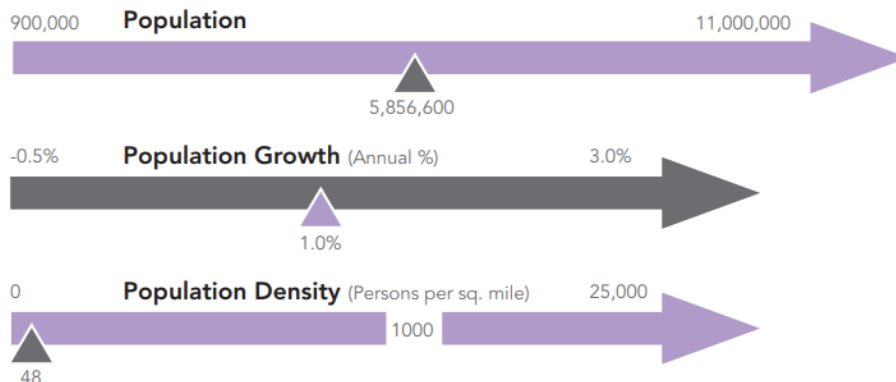
Median Value:
\$145,900

US Median: \$207,300



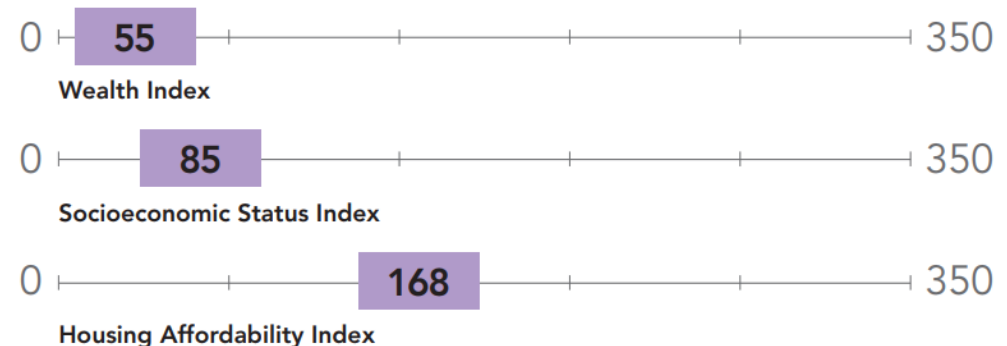
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Midtown Singles

Metro Fusion

11C

Households: 1,753,500

Average Household Size: 2.65

Median Age: 29.3

Median Household Income: \$35,700

WHO ARE WE?

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. *Metro Fusion* is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 36% lower than the US level.

OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about thirteen percent less than the US average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

SOCIOECONOMIC TRAITS

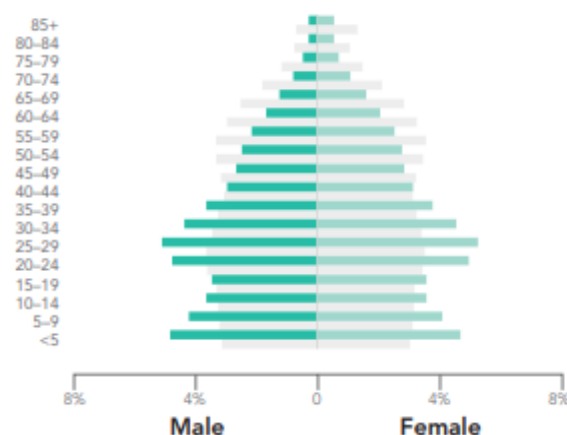
- They're a diverse market with 31% black, 34% Hispanic, and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.



AGE BY SEX (Esri data)

Median Age: **29.3** US: 38.2

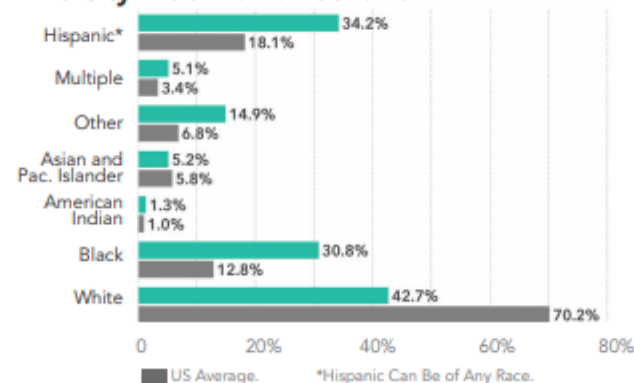
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **84.6** US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

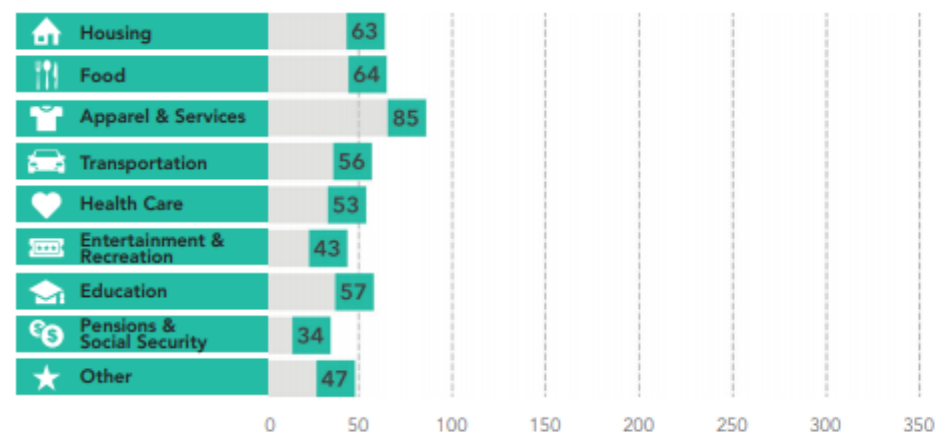


Median Net Worth



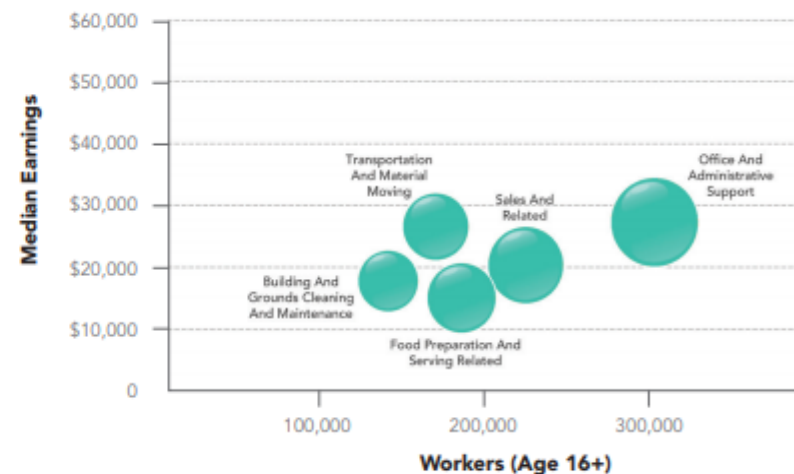
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They enjoy watching MTV, BET, Spanish TV networks, and Tru TV.
- They listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- They shop at discount grocery stores, Family Dollar, and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

HOUSING

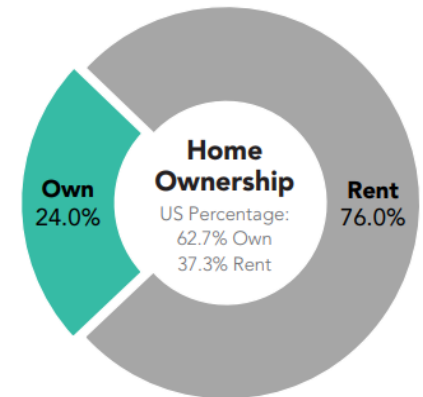
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multi-Unit Rentals;
Single Family

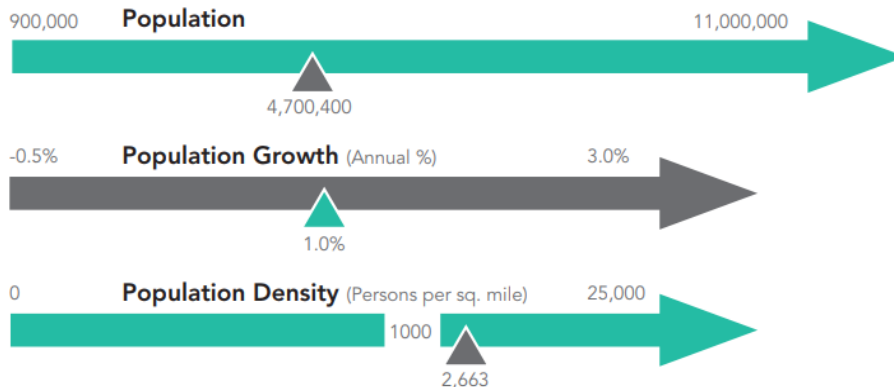
Average Rent:
\$898

US Average: \$1,038



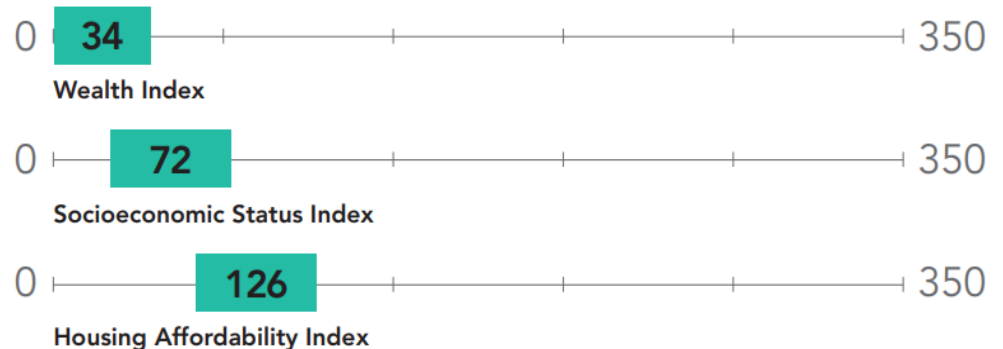
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

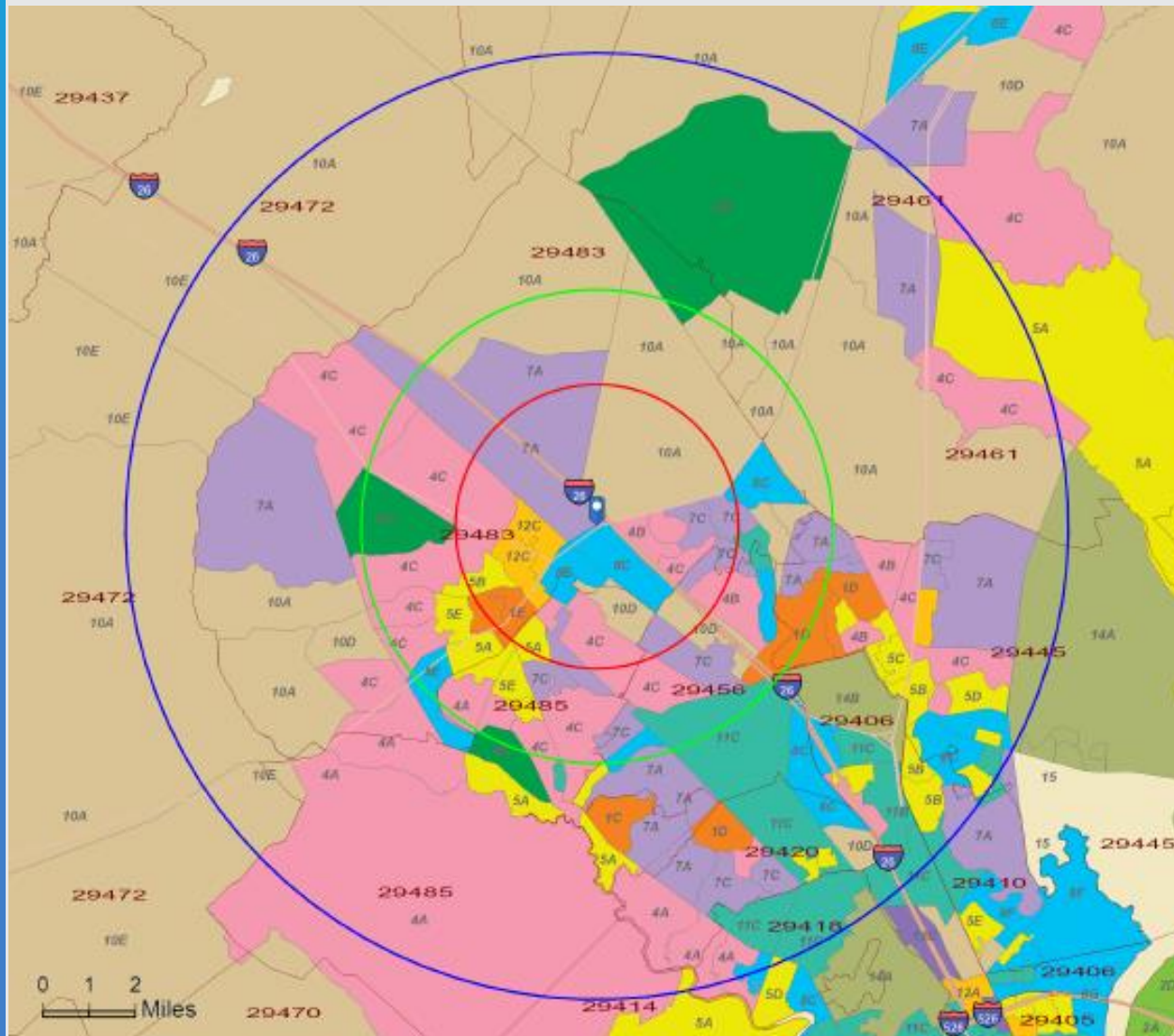
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



Discover: Psychographic Profile

ESRI Tapestry Segmentation

Dominant Tapestry Map: Summerville, SC Walmart - 3, 5, 10 mile radius



Discover: Psychographic Profile

ESRI Tapestry Segmentation

Dominant Tapestry Map: Summerville, SC Walmart – 5 mile radius

Household Segmentation	Percent of Households	Median Age	Median HH Income	Lifestyle Traits
Middleburg	24.8%	36.1	\$59,800	<ul style="list-style-type: none">Residents are conservative, family-oriented consumers.They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise.They prefer to buy American and travel in the US. This market is younger but growing in size and assets.
American Dreamers	14.5%	32.5	\$50,900	<ul style="list-style-type: none">Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable.The majority of households include younger married-couple families with children and, frequently, grandparents.
Up and Coming Families	9.2%	31.4	\$72,000	<ul style="list-style-type: none">Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation.The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young.
Home Improvement	7.1%	37.7	\$72,100	<ul style="list-style-type: none">Married-couple families occupy well over half of these suburban households.These families spend a lot of time on the go and therefore tend to eat out regularly.
Bright Young Professionals	6.3%	33.0	\$54,000	<ul style="list-style-type: none">These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35.Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings.

Discover: Psychographic Profile

ESRI Tapestry Segmentation

Tapestry Map: Harleyville, Ridgeville & St. George, SC – 3 mile radius

Household Segmentation	Percent of Households	Median Age	Median HH Income	Lifestyle Traits
Rural Bypasses	95.2-100%	40.4	\$33,000	<ul style="list-style-type: none">• Open space, undeveloped land, and farmland characterize Rural Bypasses.• Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer.• An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.• Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor's degree or higher.• Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
Southern Satellites	4.7%	40.3	\$47,800	<ul style="list-style-type: none">• Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South.• This market is typically non-diverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes.<ul style="list-style-type: none">• Unemployment rate is 6%, slightly higher than the US rate• Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US.

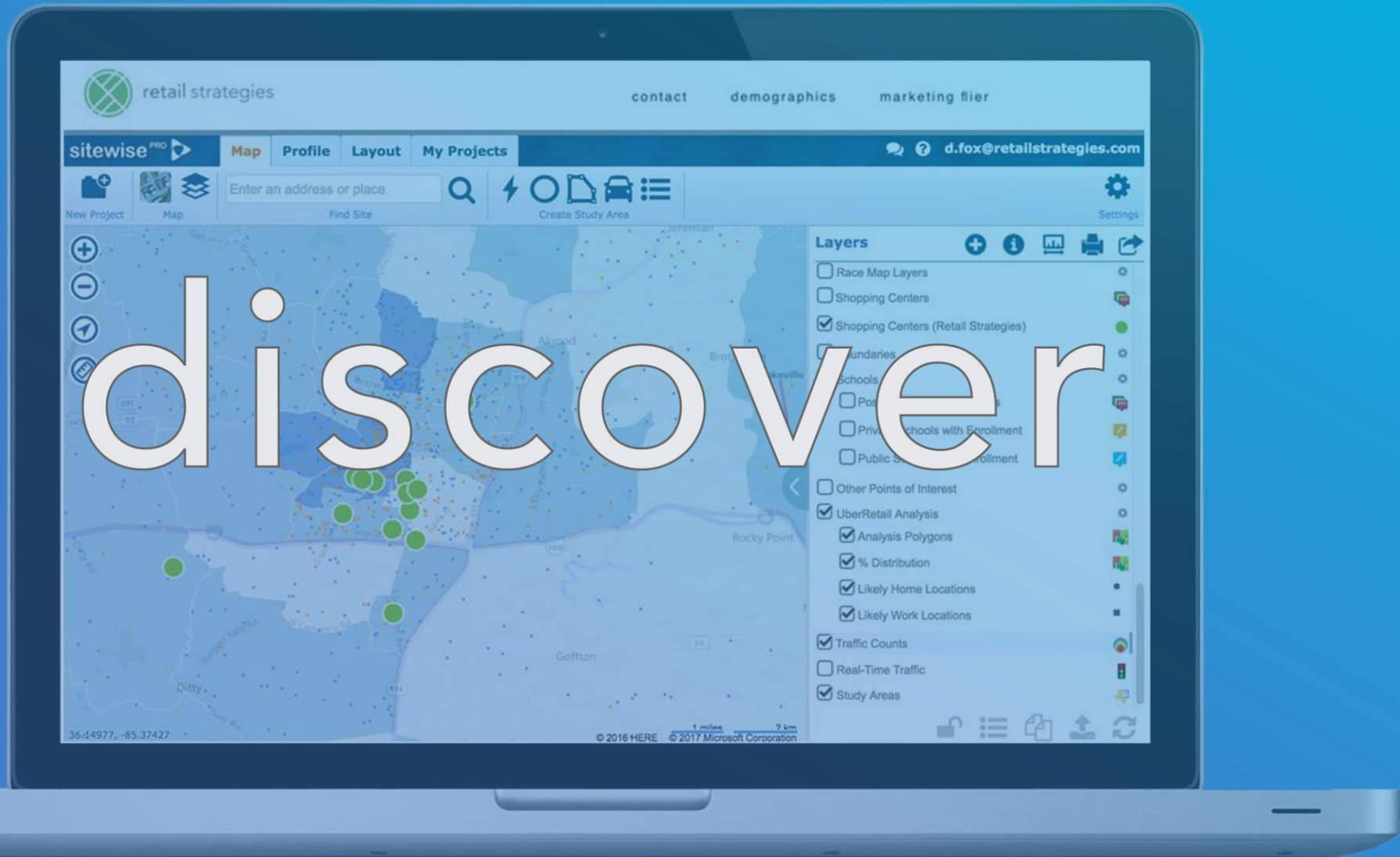
FOR
LEASE

Dabo Swinney



AIG Baker
Real Estate, L.L.C.

2001-03: COMMERCIAL REAL ESTATE / OUT OF FOOTBALL



focus categories

Discover

Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (leakage) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI:PopStats as our provider of the consumer demand and supply by establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for [market supply](#) is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the [establishment](#) is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

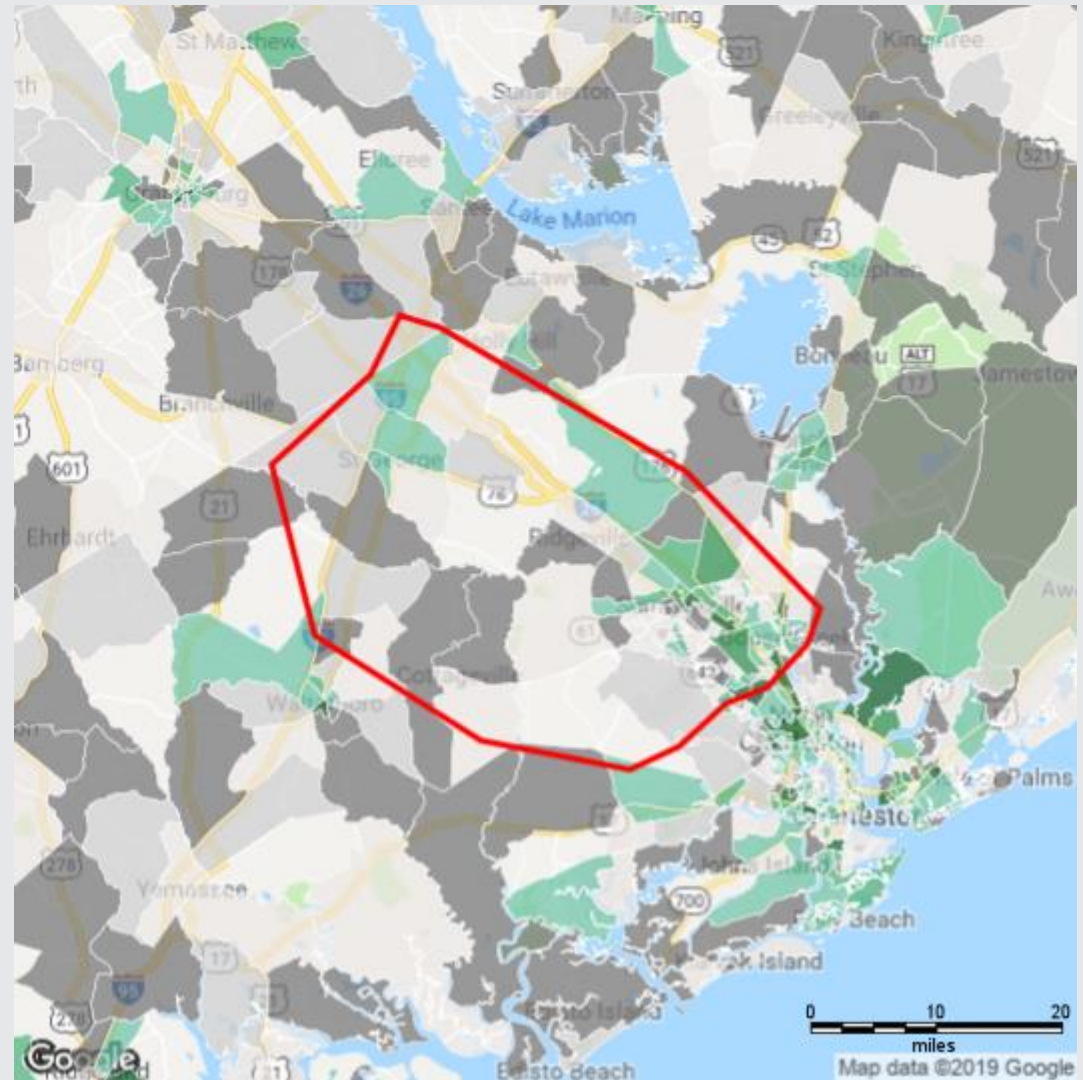
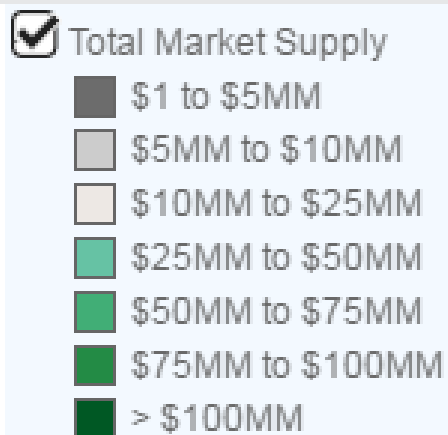
Data is rarely perfect, but with proper analysis it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

Discover: Total Market Supply

Total Market Supply

\$3,429,829,402

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

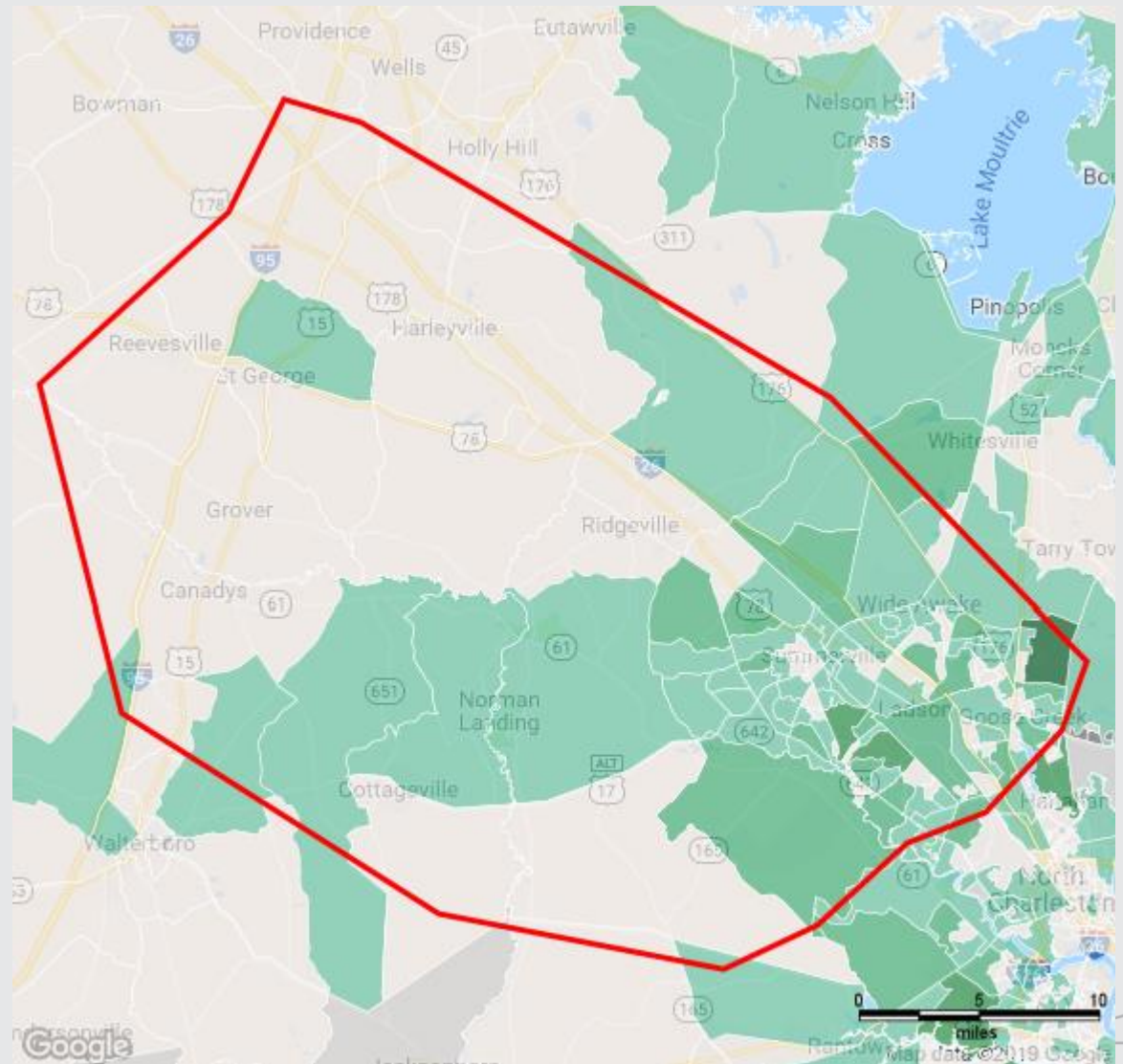
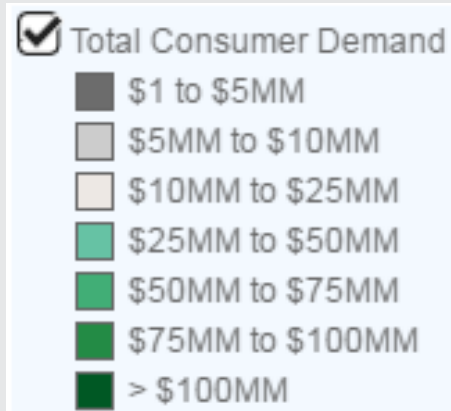


Discover: Total Market Demand

Total Market Demand

\$4,562,498,390

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

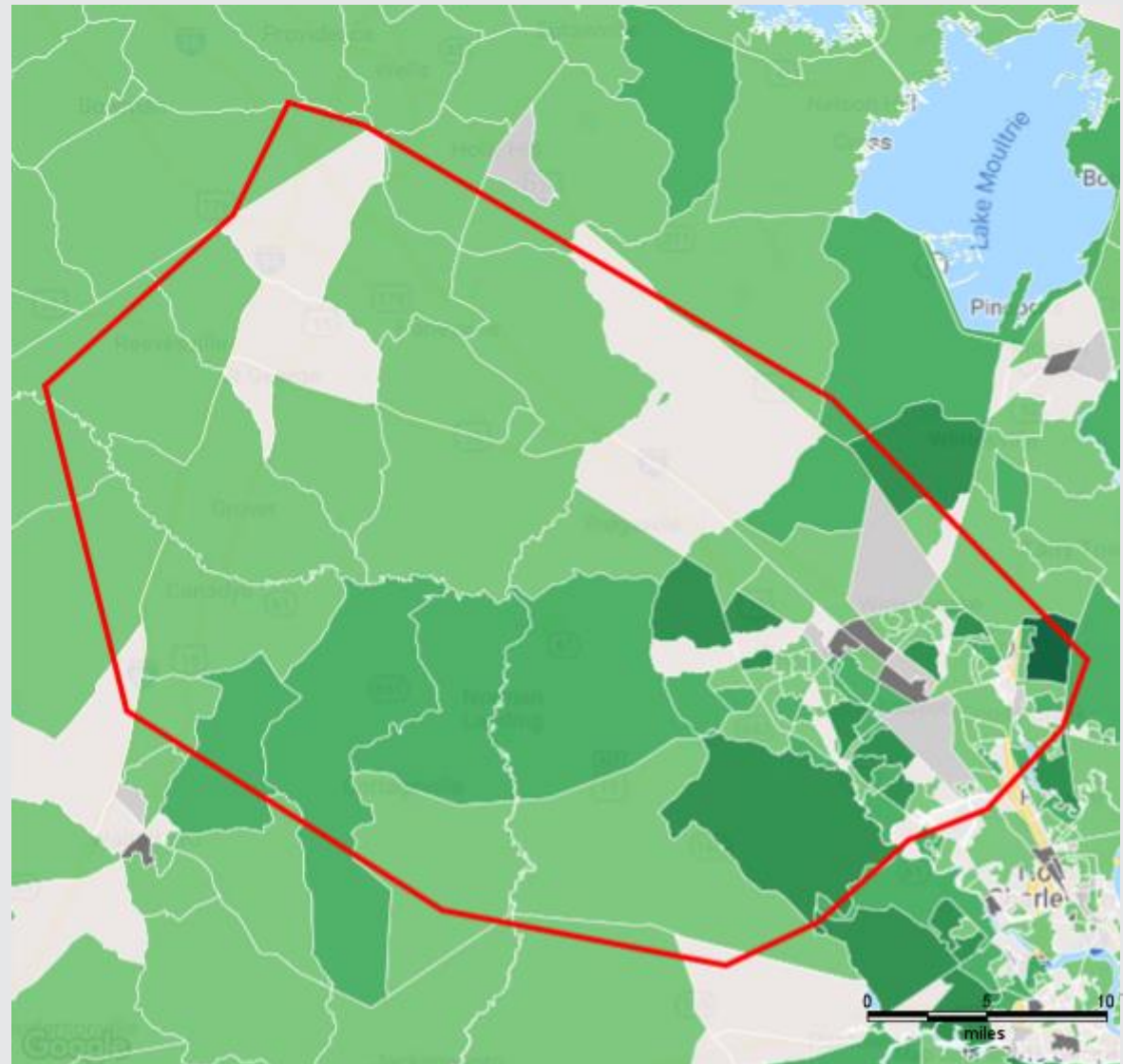
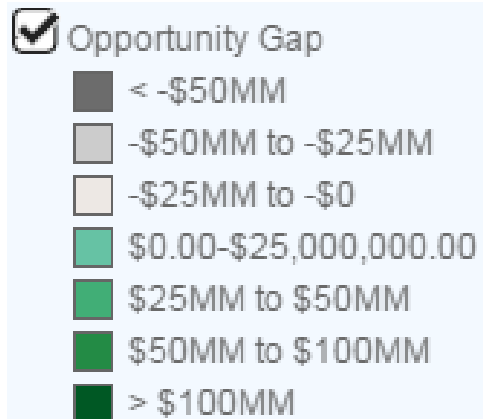


Discover: Opportunity Gap

Total Market Leakage

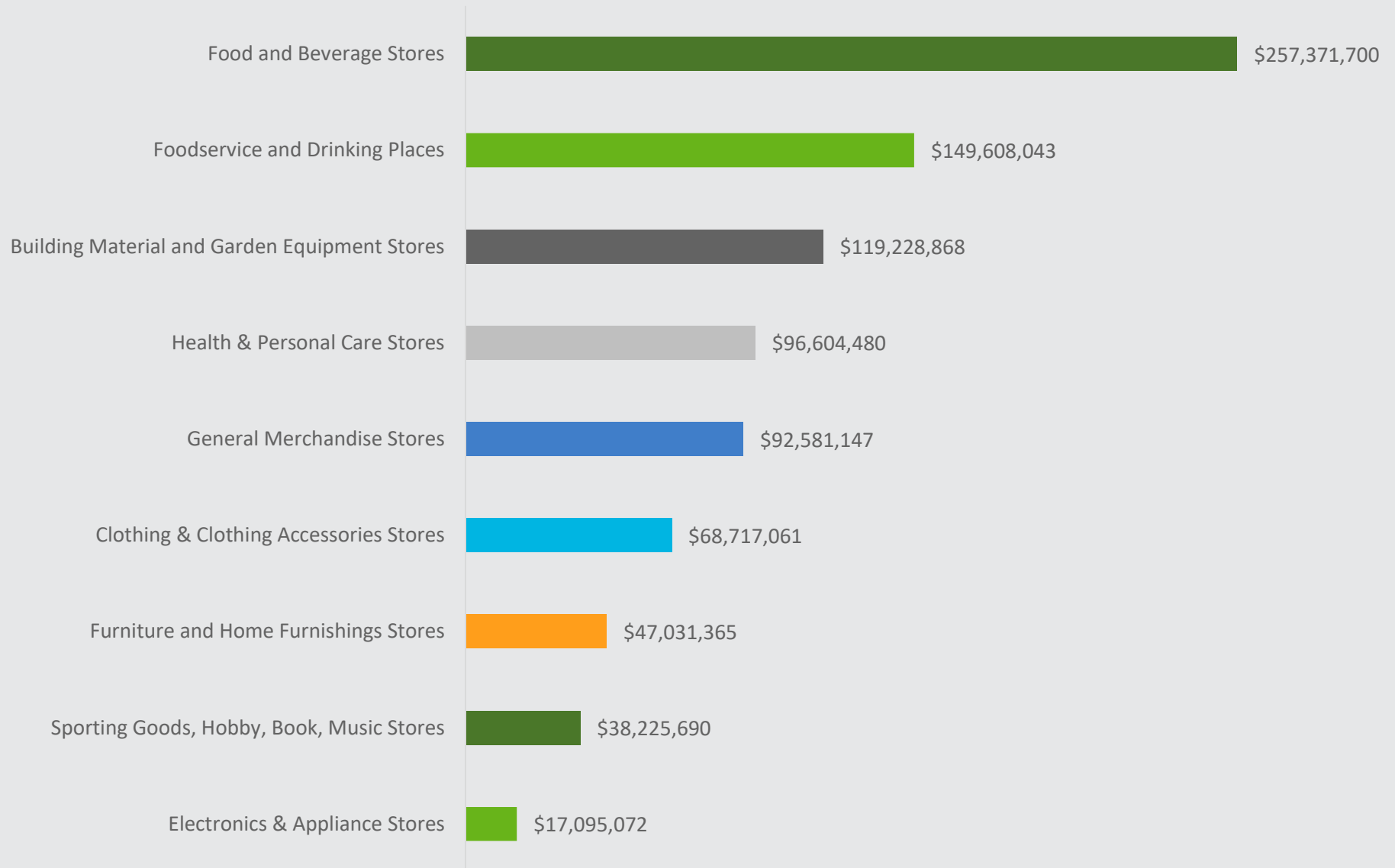
\$1,132,668,988

This means more people purchase items outside of the defined Dorchester County trade area than in the Dorchester County defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



Discover: Consumer Demand & Supply

Customized Retail Category GAP Analysis- Walmart Custom Trade Area



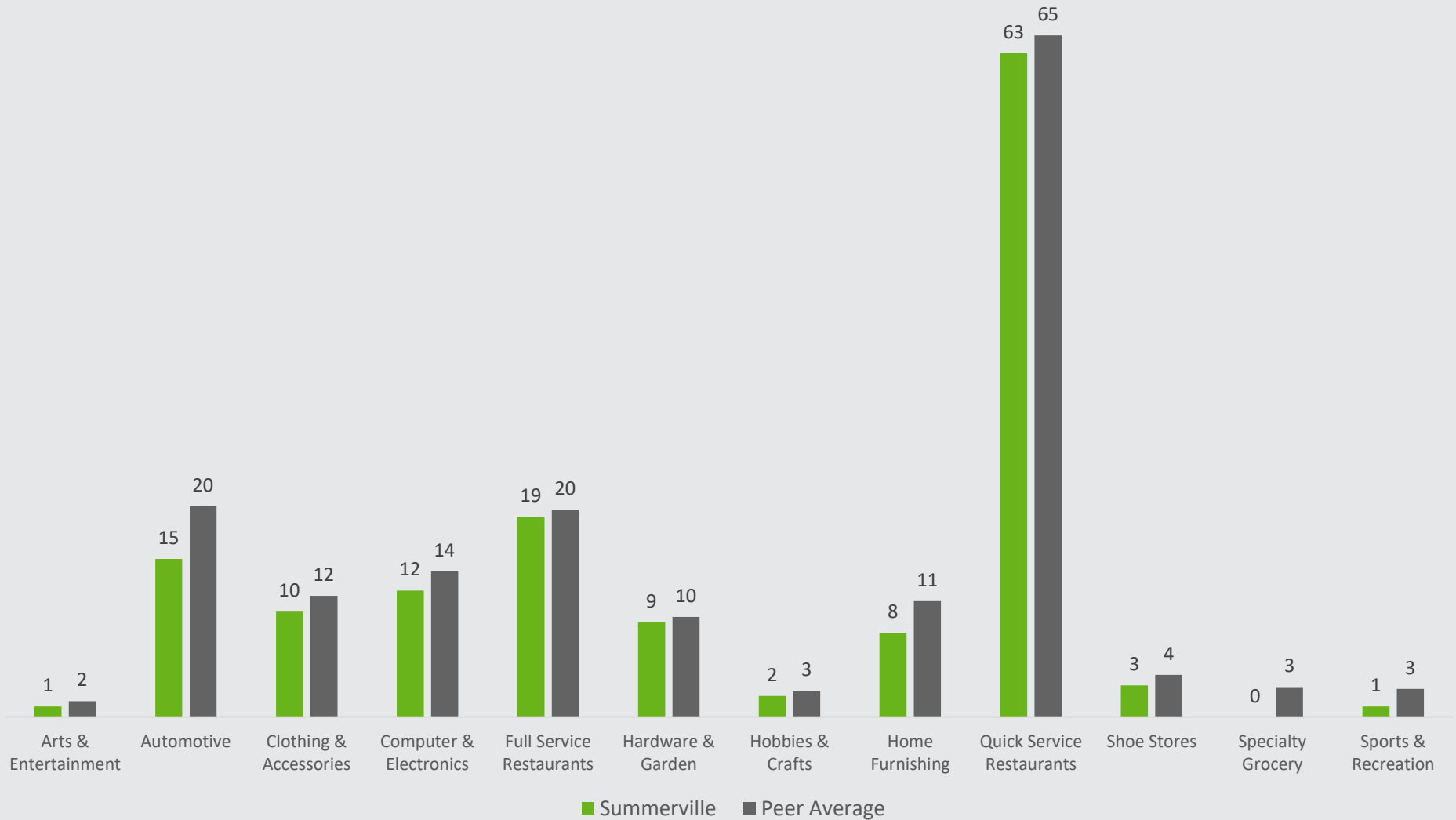
Discover: Peer Analysis

Retail Node Comparison Report – 10 Minute Drive Time

Address	City	State	Residential Population	Daytime Population	Median HH Income	Market Supply
Walmart	Summerville	SC	105,750	94,584	\$53,903	\$1,351,245,692
4909 Buena Vista Rd	Columbus	GA	106,089	126,055	\$37,014	\$1,892,983,474
3035 Hamilton Church Rd	Antioch	TN	100,193	88,040	\$47,567	\$1,703,234,478
115 Highway 14	Simpsonville	SC	99,435	110,536	\$66,902	\$1,556,043,893
7430 Bell Creek Rd	Mechanicsville	VA	95,610	88,497	\$49,168	\$1,366,712,195
2114 S Main St	Wake Forest	NC	95,271	80,881	\$78,821	\$1,197,301,866
2324 S New Hope Rd	Gastonia	NC	87,596	101,872	\$46,759	\$1,810,855,900

Discover: Peer Analysis

PEER RETAILERS



2019 Store Expansion Plans

Tenant mixes are becoming increasingly food-based.

Specialty food — fast casual & organic grocery are becoming mainstream.

Retail Growth

Automotive	Fitness/Health/Spa Concepts
Discounters	Drug Stores
Dollar Stores	Thrift Stores
Children's Apparel	Grocery (Smaller Format)
Off-Price Apparel	Discount
Beauty/Cosmetics/Fragrances	Ethnic
Pet Supplies	Organic
Sporting Goods	Upscale
Wireless Stores	Fast Food
Banks	Fast Casual

Retail Contraction

Bookstores
Video Stores
Do-It-Yourself Home Stores
Mid-priced Apparel
Mid-priced Grocery
Office Supplies
Consumer Electronics
Stationery/Gift Shops
Shipping/Postal Stores
Casual Dining – Older Concepts



interpret



connect



grow



boots on the ground

Putting our boots on the ground
in your community to identify strategic and
underutilized real estate assets.

boots on the ground

We identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals with more than 15 years of experience with development, leasing, and redevelopment.

Information Collected

- Address
- Property Description
- Coordinates
- Listing Agent (if possible)
- Contact Info for Agent or Owner
- Web Address for Agent or Owner
- Link to Property Info on Agent or Owner's Website
- Google Earth Link to Aerial Photo
- Google Earth Link to Ground Photo
- Total Size of Center (if existing)
- Available Space in Center
- Parcel Size (if vacant land)
- Existing Tenants (if existing)
- Traffic Count at Property
- Summary of Recruitment
- Opportunities Specific to Property
- Specific Prospects for Property
- Overall Strategy for Property
- General Comments

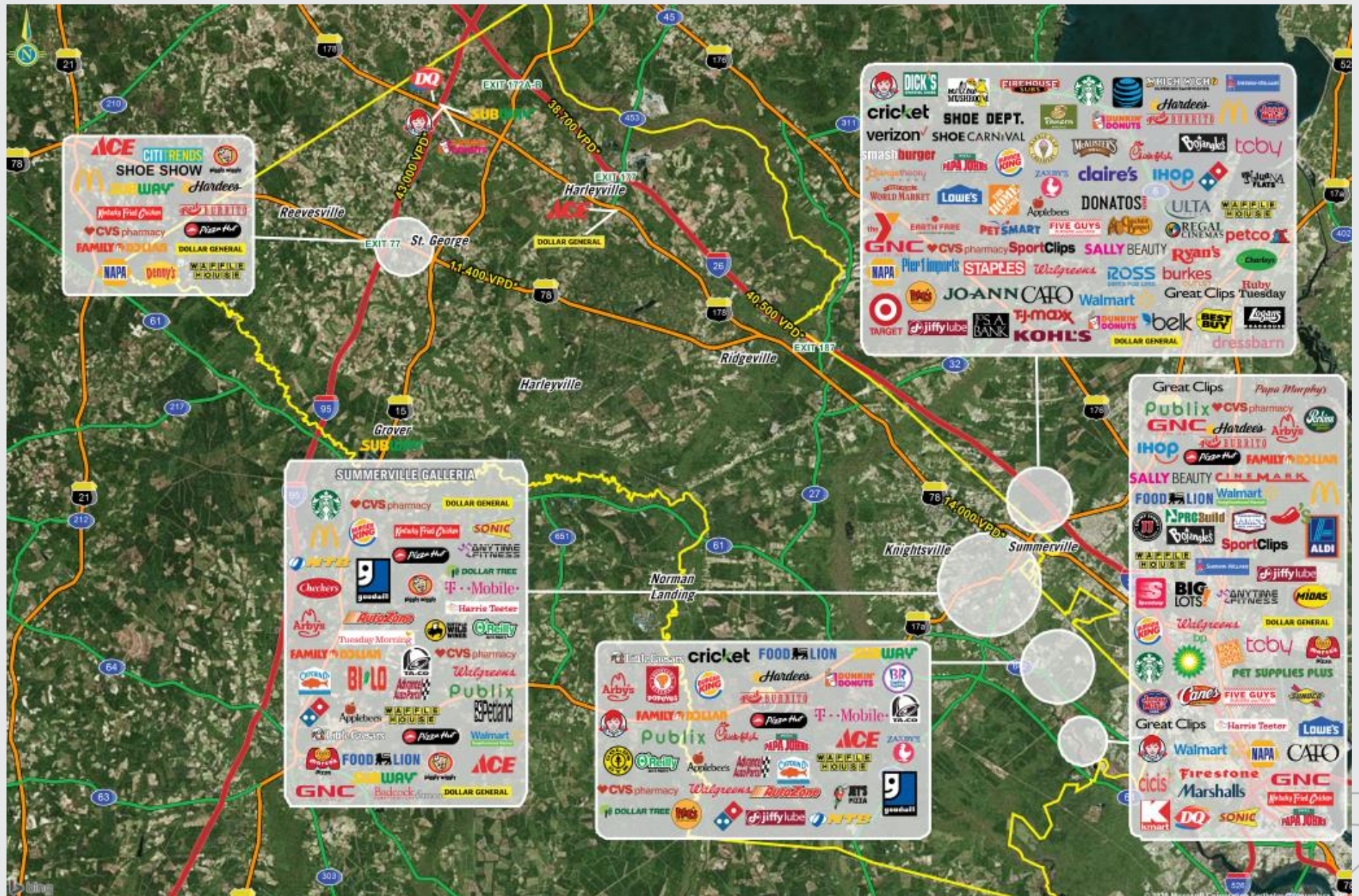
Home Run Real Estate



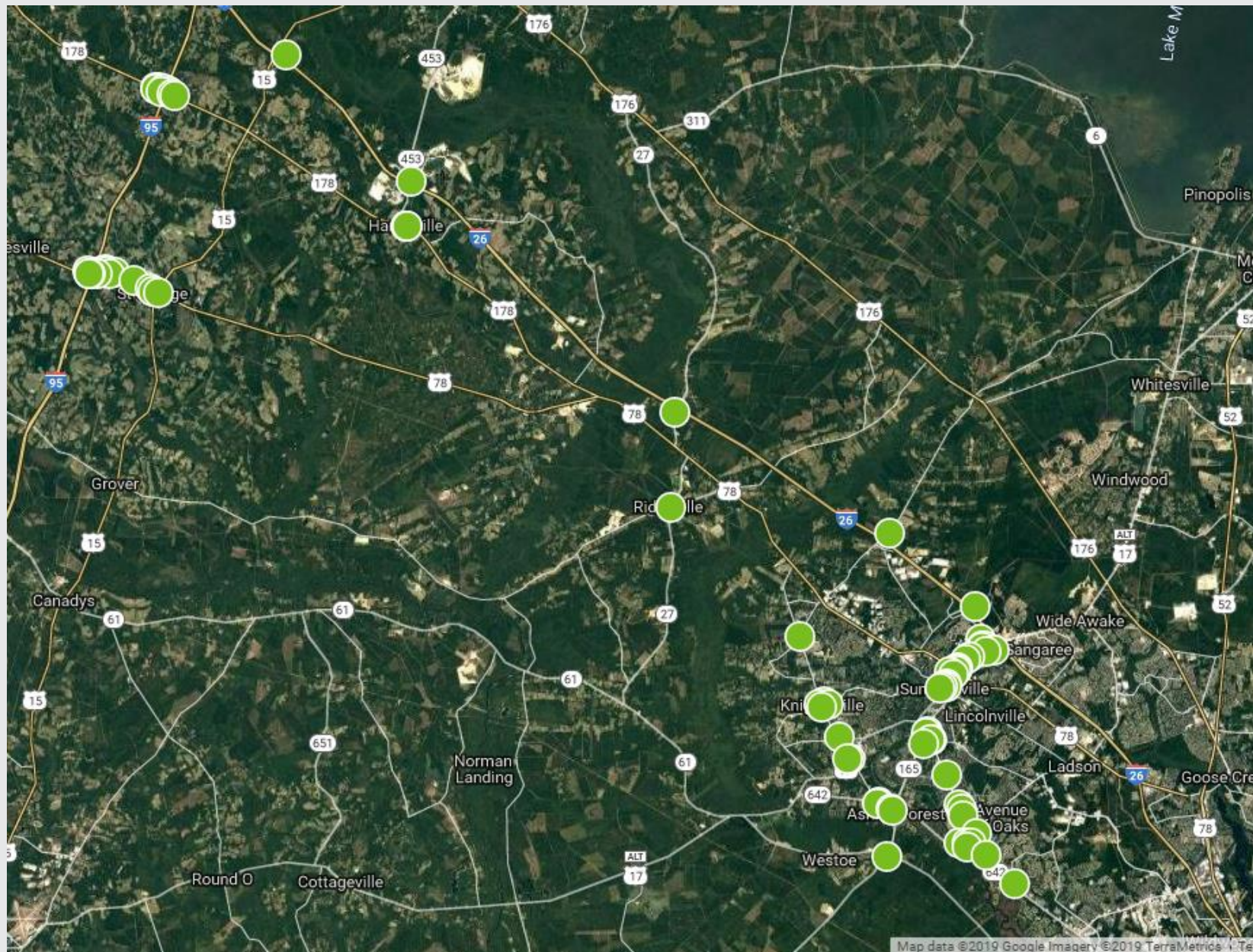
Parking
High Visibility/Signage
Easy Access

Traffic Count
Co-tenancy
Convenience

Current Real Estate Overview

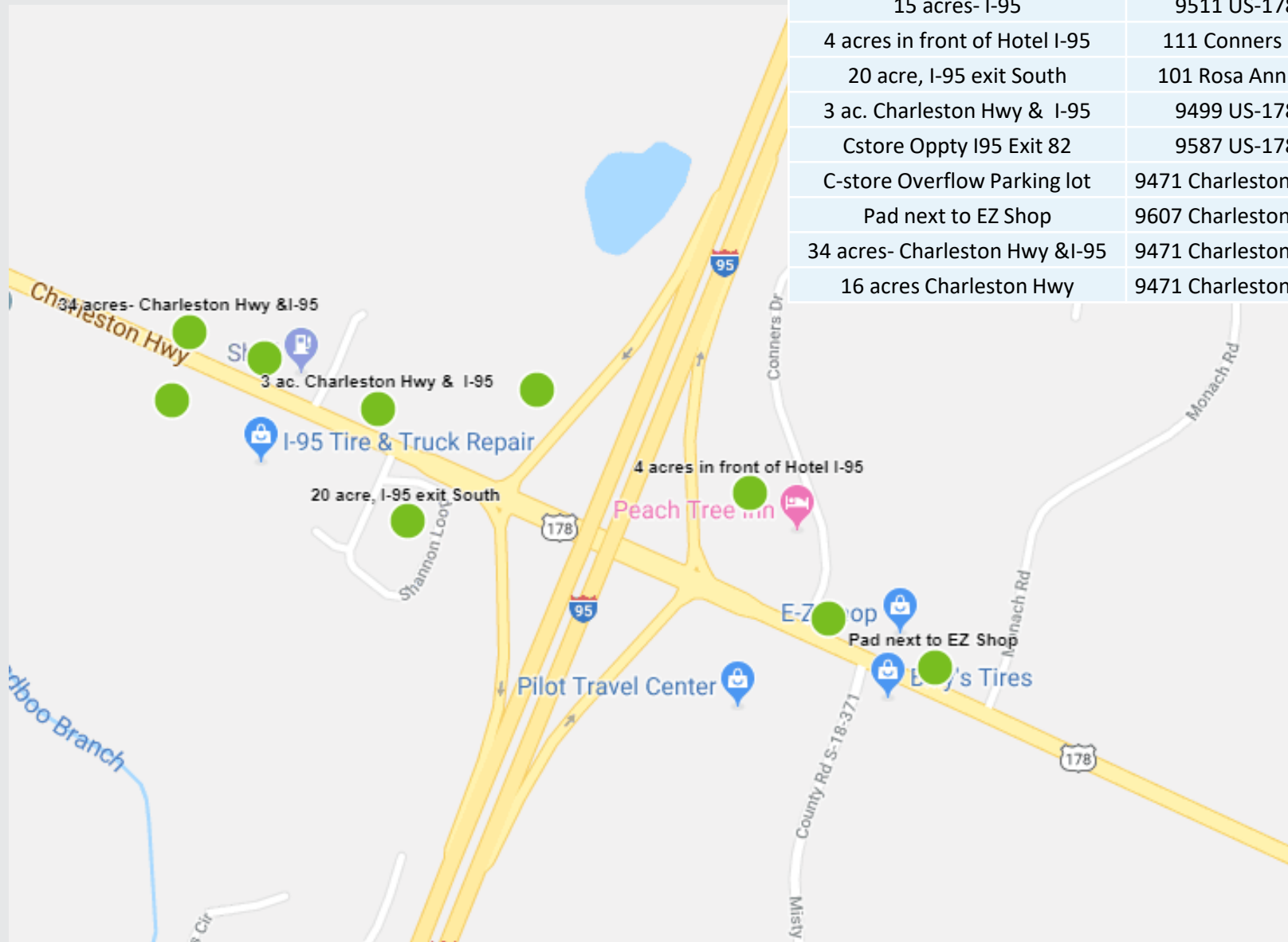


Identified Properties

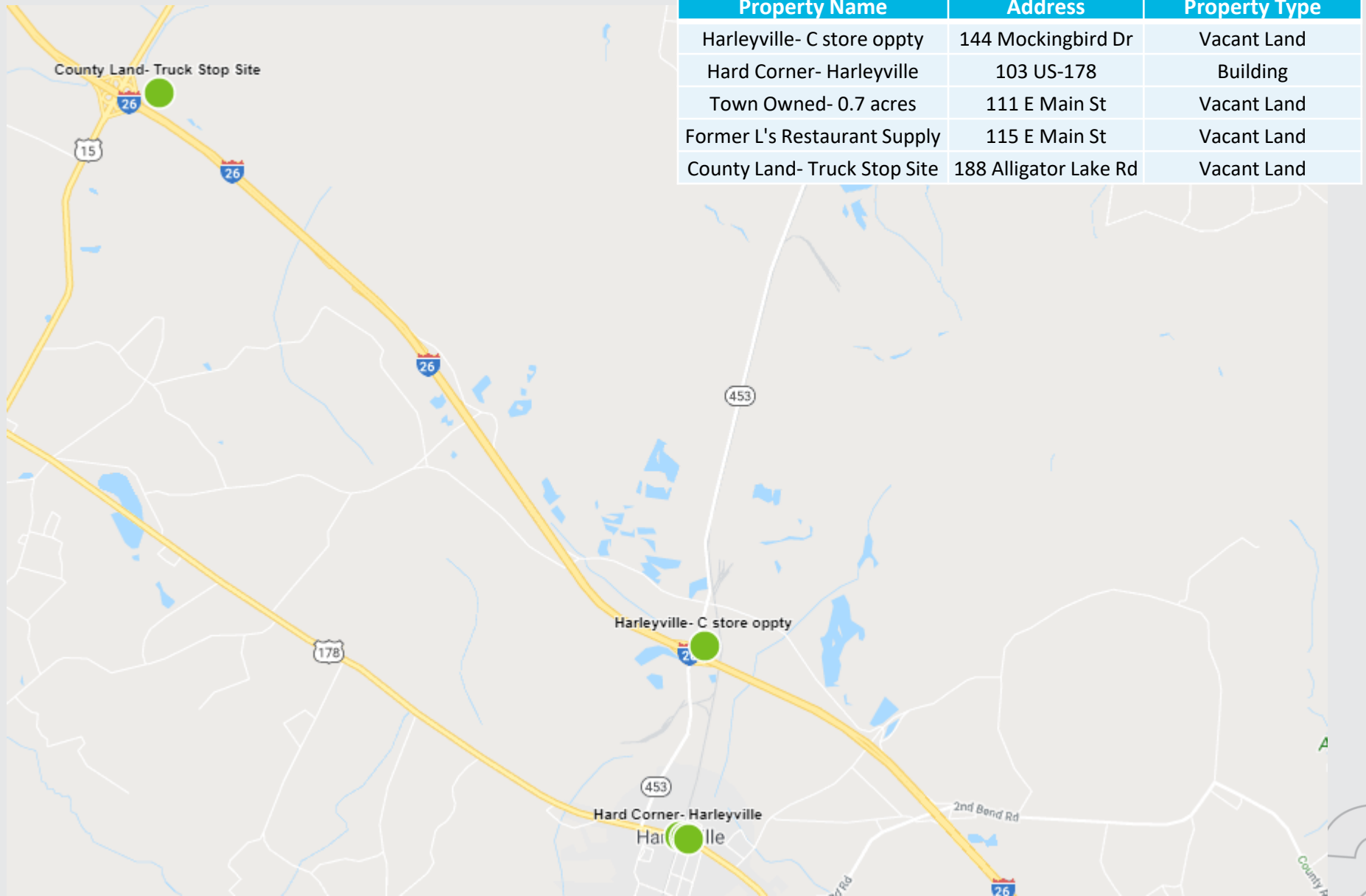


Identified Properties

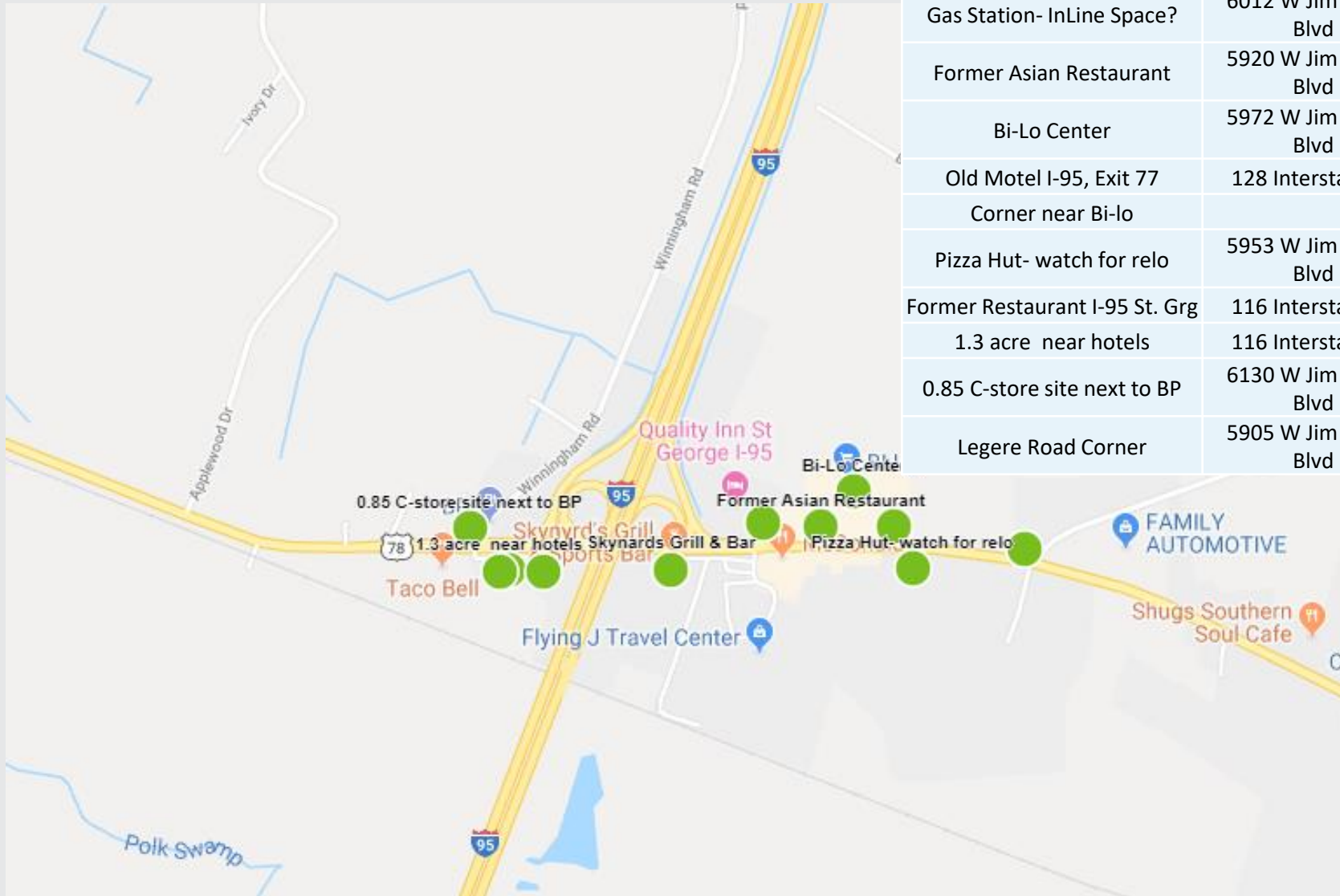
Property Name	Address	Property Type
15 acres- I-95	9511 US-178	Vacant Land
4 acres in front of Hotel I-95	111 Conners Dr	Vacant Land
20 acre, I-95 exit South	101 Rosa Ann Dr	Vacant Land
3 ac. Charleston Hwy & I-95	9499 US-178	Vacant Land
Cstore Oppty I95 Exit 82	9587 US-178	Vacant Land
C-store Overflow Parking lot	9471 Charleston Hwy	Vacant Land
Pad next to EZ Shop	9607 Charleston Hwy	Vacant Land
34 acres- Charleston Hwy & I-95	9471 Charleston Hwy	Vacant Land
16 acres Charleston Hwy	9471 Charleston Hwy	Vacant Land



Identified Properties

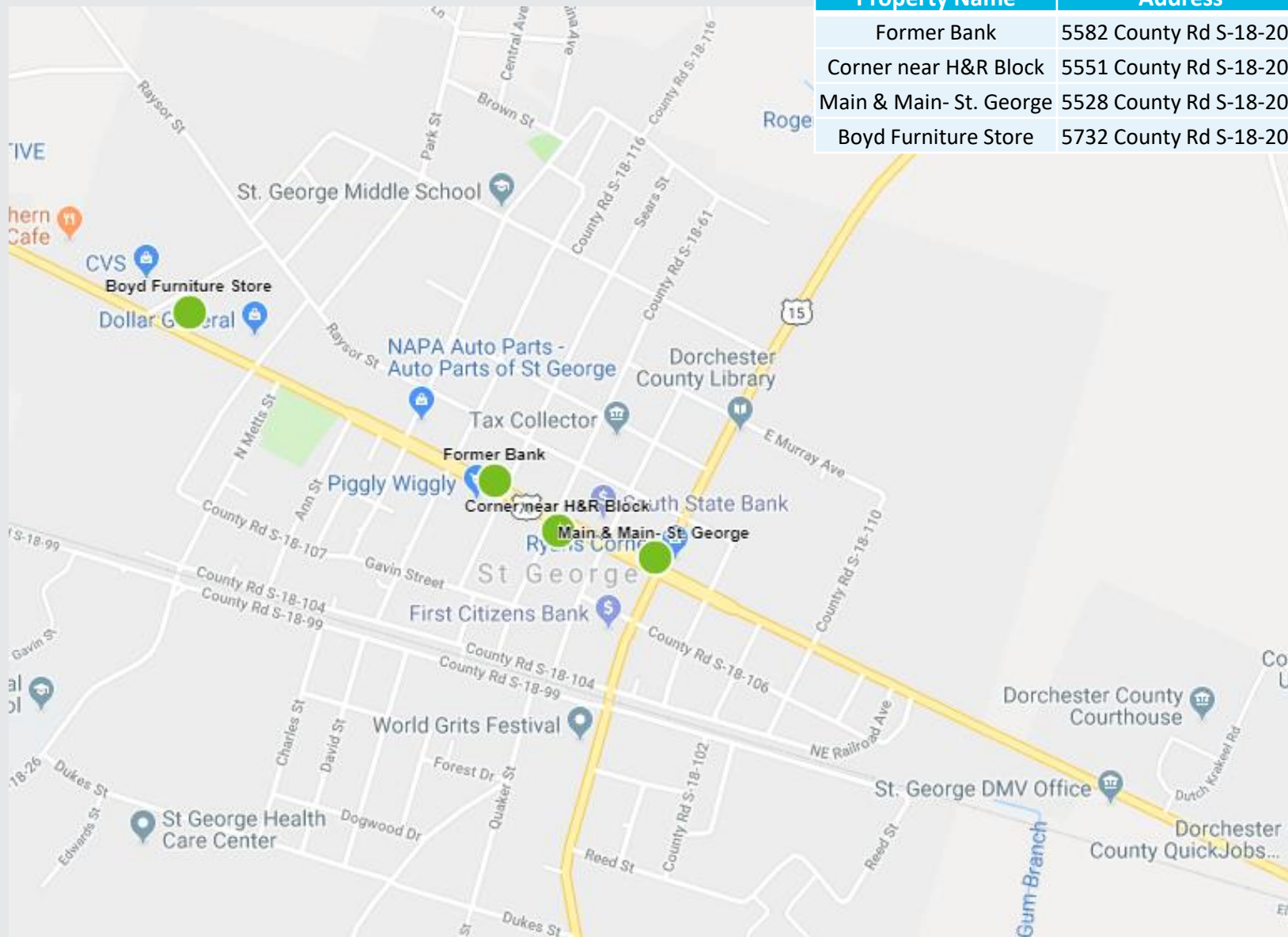


Identified Properties



Property Name	Address	Property Type
Skynards Grill & Bar	129 Frontage Rd	Building
Gas Station- InLine Space?	6012 W Jim Bilton Blvd	Gas Station
Former Asian Restaurant	5920 W Jim Bilton Blvd	Building
Bi-Lo Center	5972 W Jim Bilton Blvd	Strip Center
Old Motel I-95, Exit 77	128 Interstate Dr	Building
Corner near Bi-lo		Strip Center
Pizza Hut- watch for relo	5953 W Jim Bilton Blvd	Building
Former Restaurant I-95 St. Grg	116 Interstate Dr	Strip Center
1.3 acre near hotels	116 Interstate Dr	Vacant Land
0.85 C-store site next to BP	6130 W Jim Bilton Blvd	Vacant Land
Legere Road Corner	5905 W Jim Bilton Blvd	Vacant Land

Identified Properties



Property Name	Address	Property Type
Former Bank	5582 County Rd S-18-200	Building
Corner near H&R Block	5551 County Rd S-18-200	Vacant Land
Main & Main- St. George	5528 County Rd S-18-200	Building
Boyd Furniture Store	5732 County Rd S-18-200	Building

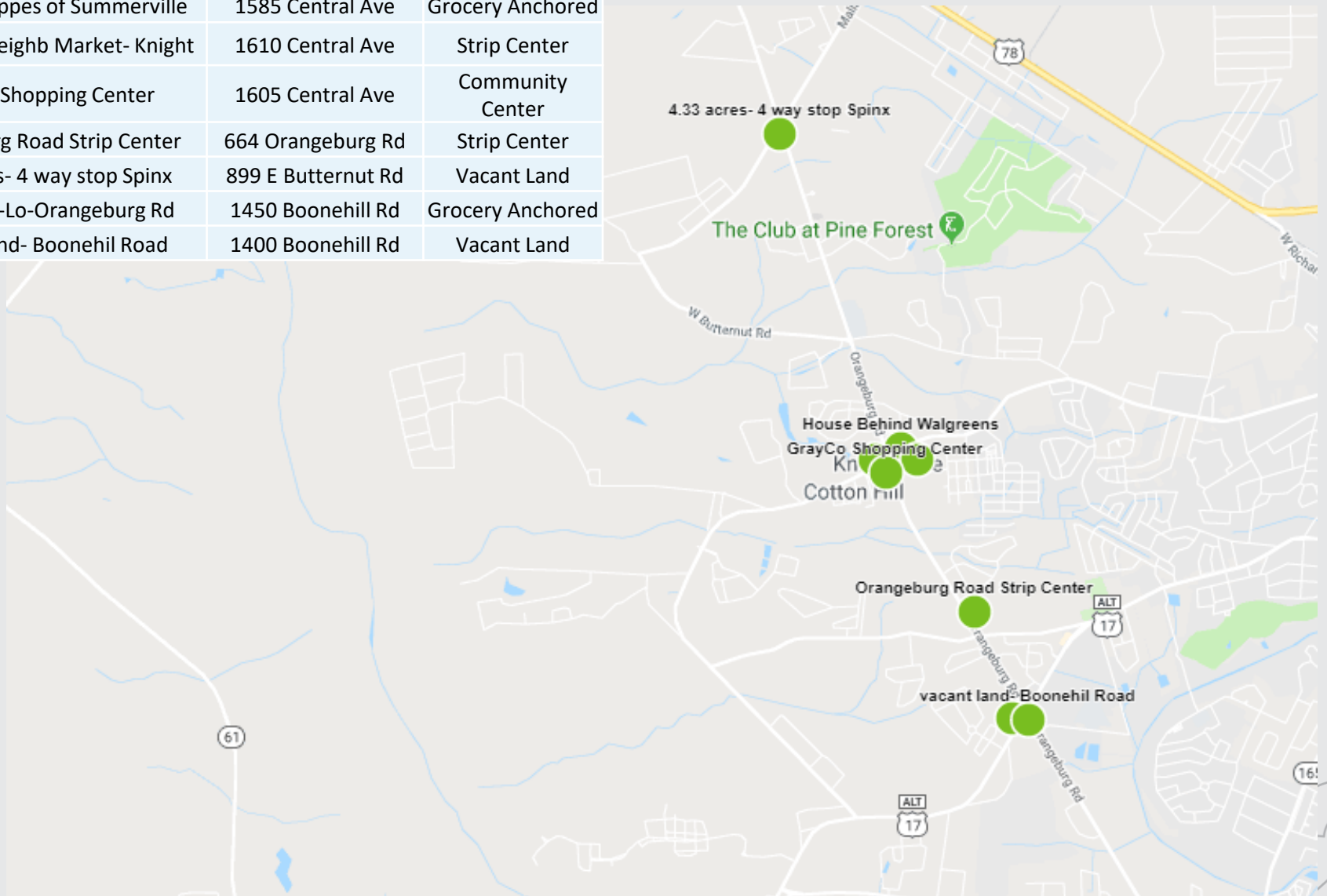
Identified Properties

Property Name	Address	Property Type
Corner Lot Ridgeville	243 Church St	Vacant Land
Ridgeville I-26 exit land	137 Ridgeville Rd	Vacant Land

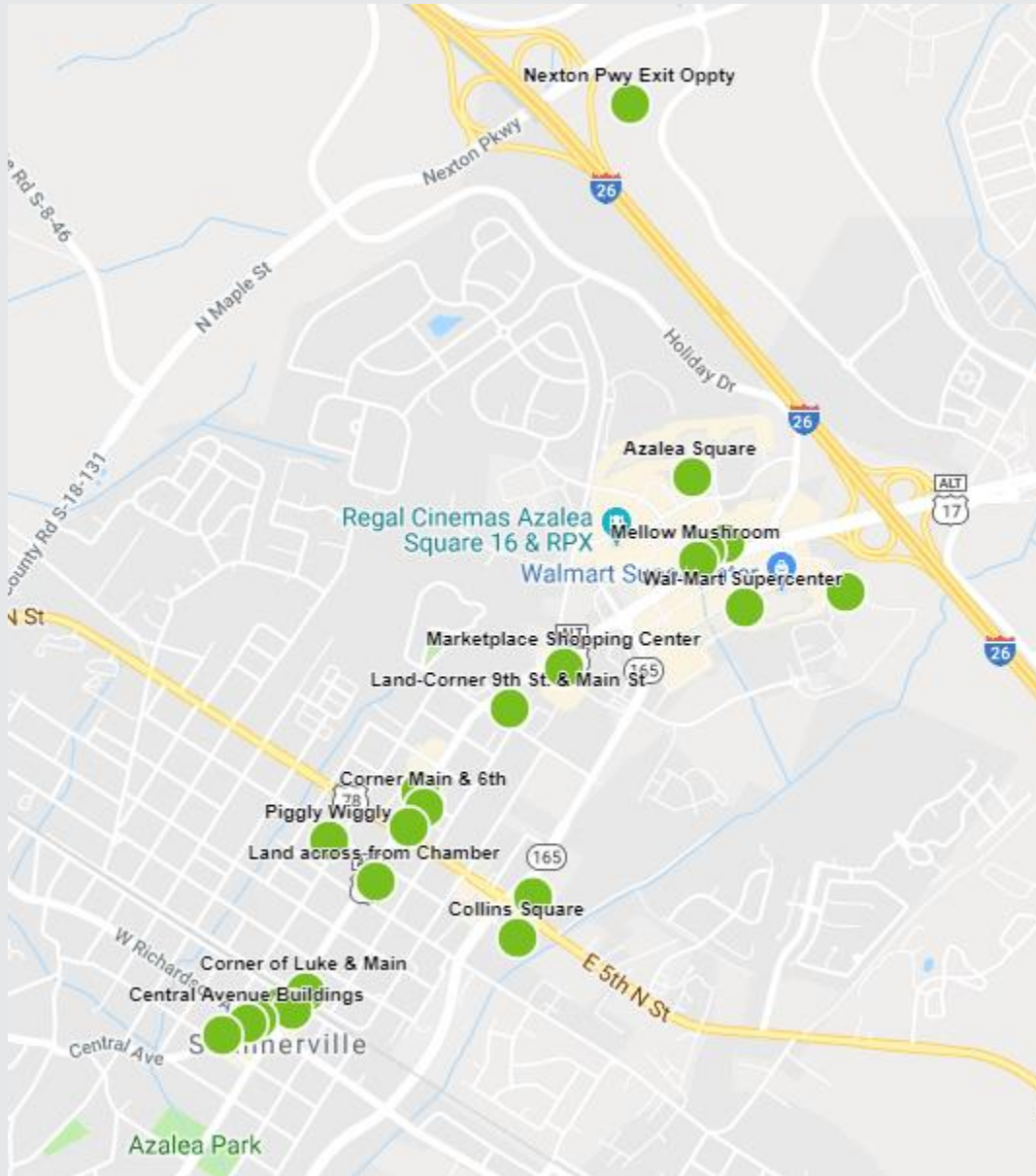


Identified Properties

Property Name	Address	Property Type
House Behind Walgreens	1566 Central Ave	Building
Publix- Shoppes of Summerville	1585 Central Ave	Grocery Anchored
Wal-Mart Neighb Market- Knight	1610 Central Ave	Strip Center
GrayCo Shopping Center	1605 Central Ave	Community Center
Orangeburg Road Strip Center	664 Orangeburg Rd	Strip Center
4.33 acres- 4 way stop Spinx	899 E Butternut Rd	Vacant Land
Former Bi-Lo-Orangeburg Rd	1450 Boonehill Rd	Grocery Anchored
vacant land- Boonehil Road	1400 Boonehill Rd	Vacant Land

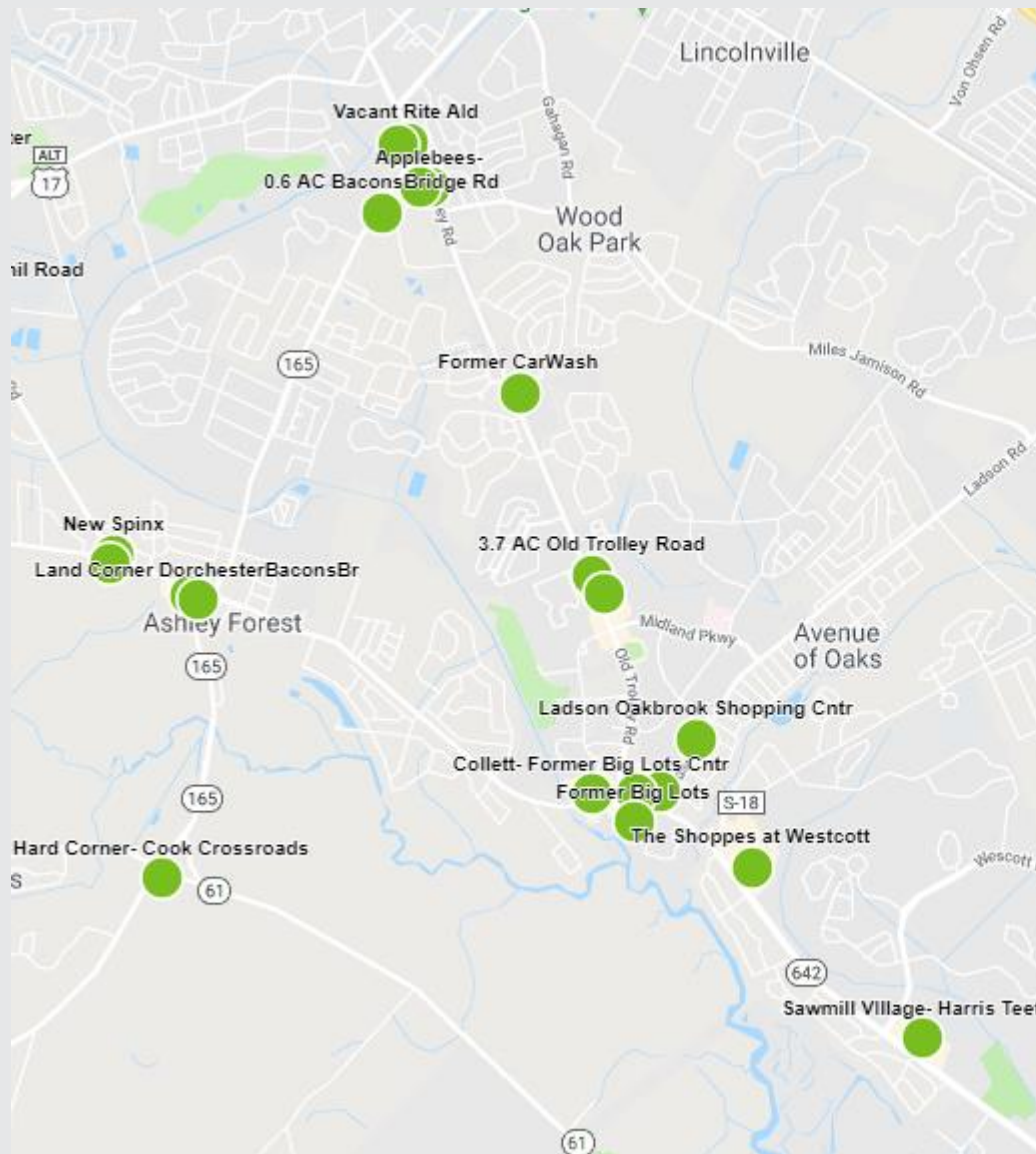


Identified Properties



Property Name	Address	Property Type
Land-Corner 9th St. & Main St	110 County Rd S-18-251	Vacant Land
Marketplace Shopping Center	1099 N Main St	Community Center
PizzaHut- watch for closure	700 N Main St	Strip Center
Corner Main & 6th	611 N Main St	Vacant Land
Checkers on Main	601 N Main St	Building
Mellow Mushroom	1306 N Main St	Building
Former Applebees- Ground Lease	1310 N Main St	Building
Azalea Square	464 Azalea Square Blvd	Power
Ryan's	1314 N Main St	Building
Piggly Wiggly	500 N Cedar St	Building
Wal-Mart Supercenter	1317 N Main St	Power
Land across from Chamber	415 N Main St	Vacant Land
58 acres-5th&BGM Myers	103 Grandview Dr	Vacant Land
Collins Square	386 E 5th N St	Strip Center
Land nxt to WalMart & Bjs	256 Meter Ln	Vacant Land
Corner of Luke & Main	101 N Main St	Building
Downtown- South Side of Main	109 & 111 South Main Street	Building
Former Prestige Protraits	117 S Main St	Building
Greek Restaurant	123 W Richardson Ave	Building
Central Avenue Buildings	120 W Richardson Ave	Building
Nexton Pkwy Exit Oppty	Nexton Pkwy	Vacant Land
New Restaurant- What is it?	227 S Cedar St	Building

Identified Properties



Property Name	Address	Property Type
Publix shadow center	1545 Old Trolley Rd	Grocery Anchored
3.7 AC Old Trolley Road	1435 County Rd S-18-199	Vacant Land
Collett- Former Big Lots Cntr	10160 Dorchester Rd	Strip Center
Lowes Anchored Center	10016 Dorchester Rd	Grocery Anchored
Ladson Oakbrook Shopping Cntr	101 Lamie Dr	Strip Center
Dragon Buffet- watch 4 closure	10008 Dorchester Rd	Building
Former Big Lots	10055 Dorchester Rd	Community Center
Former CarWash	605 County Rd S-18-199	Building
The Shoppes at Westcott	9880 Dorchester Rd	Grocery Anchored
Land Corner DorchesterBaconsBr	10635 Dorchester Rd	Vacant Land
WM Neighb Market-Ashley Forres	10635 Dorchester Rd	Strip Center
New Spinx	514 Orangeburg Rd	Vacant Land
Land Cnrr Dorchester & Orangeb	514 Orangeburg Rd	Vacant Land
Hard Corner- Cook Crossroads	5130 Ashley River Rd	Vacant Land
0.6 AC BaconsBridge Rd	265 Stallsville Loop	Vacant Land
Applebees-	88 Old Trolley Rd	Building
Summerville Galleria- BiLo Ctr	88 Old Trolley Rd	Grocery Anchored
SawMil Village- Harris Teeter	634 Bacons Bridge Rd	Strip Center
Vacant Rite Aid	602 Bacons Bridge Rd	Building
Sawmill Village- Harris Teeter	9500 Dorchester Rd	Grocery Anchored

Shopping Center Analysis: Azalea Square



- Class A shopping “Power” center
- Great co-tenancy
- Strongmix of retail, dining, lifestyle options to keep retailers at center for extended period of time.
- Traffic generator
- Strong tax revenue producer
- Vacancy- opportunity for strong national brands
- Well maintained surface lot, landscaping, decorations due to high rents

Shopping Center Analysis:

Former Bi-Lo corner of Boone Hill Road & Orangeburg Road

1400 BOONE HILL RD SUMMERVILLE, SC 29483



- 'Value-Add' center
- Owners either absent or co-tenancy has not allowed them to afford upgrades
- Façade, striping/seal, surface, signage, rubbish behind center
- Code enforcement
- Auction held to sell off refrigerators, freezers, other contents inside

Shopping Center Analysis:

Former Bi-Lo corner of Boone Hill Road & Orangeburg Road
400 BOONE HILL RD SUMMERVILLE, SC 29483



- **Tenants:** Family Dollar, Rent-A-Center, Badcock Furniture, Subway, beauty supply
- **Ownership:** Barry Garrett, based in state, owns multiple shopping centers in region, all similar in current condition, high vacancy.
- **Higher & Better Use:** neighborhood market



- New signage
- New roofing
- More lighting = security

Shopping Center Analysis: Dorchester Village



- Redevelopment of Big Lots Anchored Retail Shopping Center
- Multiple Access Points
- Ample Parking
- New Pylon Signage
- Tenant Improvement Dollars Available for Qualified Tenants
- 1,000 SF up to 8,900 SF Available
- Leasing: Collett Real Estate



Future Development Sites: Orangeburg Road & Mallard Road



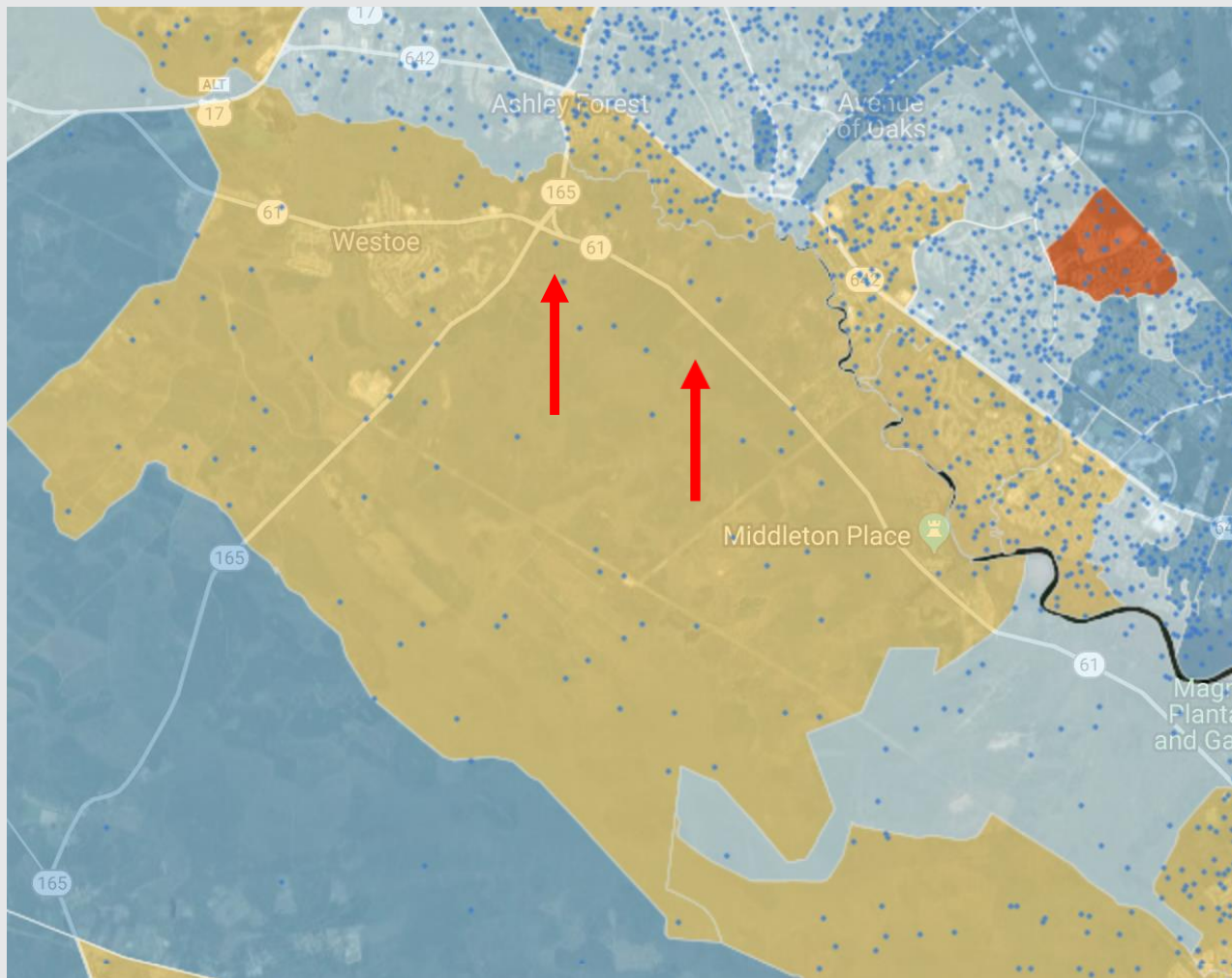
Median Household Income

- \$71,655.41
(bg: 450350105012)



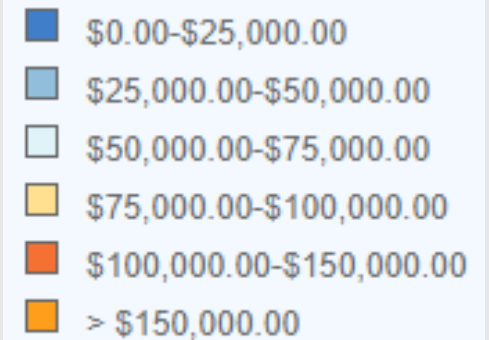
Future Development Sites: Bacons Bridge/Hwy165 & Ashley River Road/Hwy 61

- Approximately \$90K Median HH Income
- Raw land for neighborhood development/housing growth = Need for Retail
- Road work for future growth
- Retail on Corner of Hwy 165 & Hwy 61, frontage of Hwy 61 heading Southeast
 - *always save corners for retail development, push resident towards the back
- Behind retail- residential developments.

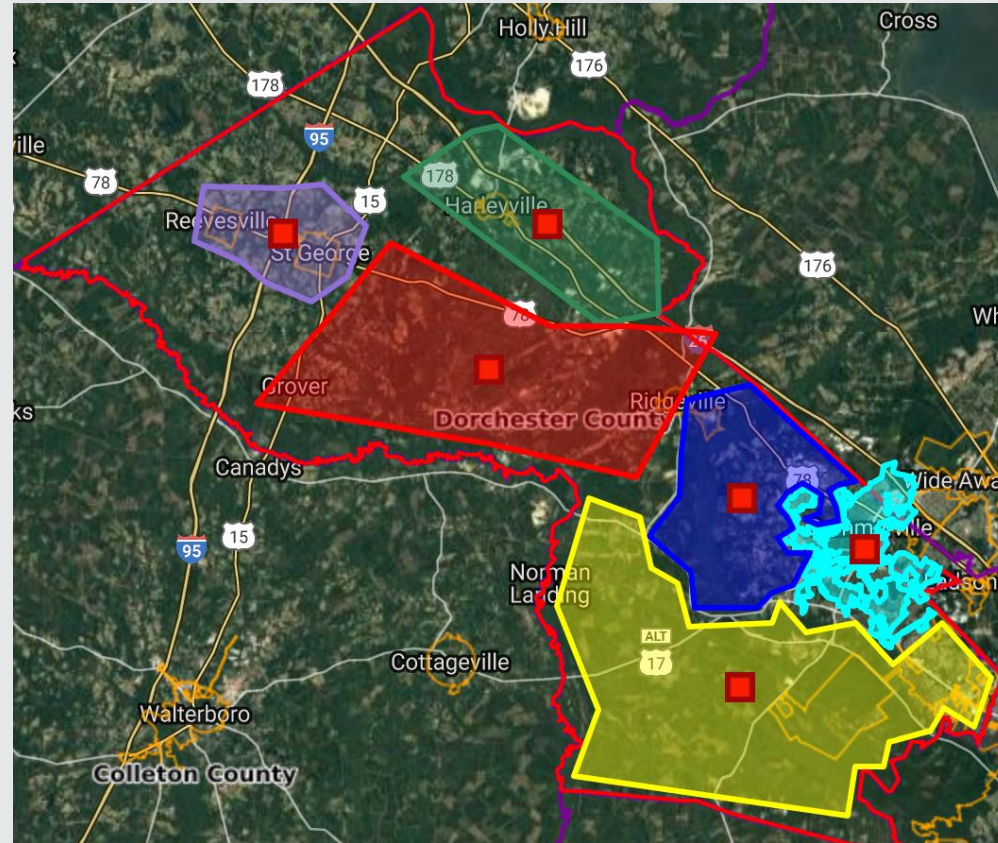


Median Household Income

■ \$89,262.30
(bg: 450350108011)



Growth Comparisons



STI: PopStats Population Summary	Town City Limits		Hwys 78, 27, 61- Knightsville Area		Westoe, Hwy 165s, Norman Landing		"Harleyville" Corridor		St. George/Reevesville		Grover, West; Ridgeville, East	
		%		%		%		%		%		%
Population												
2028 Forecast	59,523		28,076		35,738		2,519		3,801		4,044	
2023 Projection	55,320		25,682		33,585		2,504		3,718		3,897	
2018 Estimate	50,654		22,652		31,558		2,535		3,776		3,852	
2010 Census	44,373		17,914		28,351		2,521		3,744		3,633	
2000 Census	31,356		11,055		14,517		2,433		3,790		3,350	
1990 Census	28,478		8,985		9,884		2,324		3,715		3,002	
Growth 2028-2023	7.60%		9.32%		6.41%		0.62%		2.22%		3.77%	
Growth 2023-2018	9.21%		13.37%		6.42%		-1.25%		-1.53%		1.16%	
Growth 2018-2010	14.15%		26.45%		11.31%		0.57%		0.86%		6.02%	
Growth 2010-2000	41.51%		62.05%		95.30%		3.63%		-1.20%		8.44%	

Strengths- Challenges-Opportunities

Strengths:

- Proximity to Charleston
- Double digit growth rate
- Access to 2 major interstates
- Space for growth, raw land
- National brands already in market
- Reputation as a “hot” market
- Volvo, DHL, amongst other area employers
- Local leadership- County, City, Chamber
- Vibrant downtown

Challenges:

- Infrastructure
- Smaller “county” towns- low population, lack of retail brands
- Run down/dated hotels in St. George
- Public perception of public-private partnerships
- Tension of small town vs. growth
- Land owners, above market prices – this is true in every market, not a commentary on Dorchester, Summerville
- Lack of land next to power centers

Opportunities

- More neighborhoods = more retailer interest
- Zoning & Planning desired growth
- Development in Knightsville, St. George, Ashley River Road
- Keep Utilizing Summerville Dream Main Street resources, offer help to County towns
- New-to-market brands
- Hospitality & Entertainment options



connect

grow

A photograph of a business meeting in a modern office, viewed through glass partitions. Several people in business attire are gathered around a table, looking at documents. The scene is overlaid with a green-to-yellow gradient. The word "connect" is written in a large, white, lowercase sans-serif font across the middle of the image.

connect

After discovering your community's data and interpreting it into zones for recruitment we need to focus on which retailers and retail categories have the highest odds of success.

connect

Your Top Categories for Recruitment



Full Service/Fast Casual
Restaurants



Apparel



Grocery



Home Furnishing/
Furniture



Full Service/
Fast Casual
Restaurants

~1,200 - 6,000 sq. ft. (per)

23+ Prospects

Prospect Names Redacted



Apparel stores like to cluster and create cross shopping with strong co-tenants.

Apparel

~1,200 - 25,000 sq. ft.

16+ Prospects

North American Industry Classification System (NAICS) Definition:

Clothing Stores. Industries in the Clothing Stores subsector retail new clothing merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

Prospect Names Redacted



Grocery: New-to-market & Additional Locations

Grocery Stores

~18,000 - 125,000 sq. ft.

8+ Prospects

North American Industry Classification System (NAICS) Definition:

Grocery Stores. This industry group comprises establishments primarily engaged in retailing a general line of food products primarily from fixed point-of-sale locations. Establishments have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food items.

Specialty Food Stores. This industry group comprises establishments primarily engaged in retailing specialized lines of food, such as meat, seafood, vegetables, and ethnic foods.

Prospect Names Redacted

Community-
Specific Gap &
Prospects
17+ Prospects

Ridgeville

St. George

Harleyville

Prospect Names Redacted



Home Furnishings/ Furniture

~5,000 - 125,000 sq. ft.

6+ Prospects

*North American Industry Classification
System (NAICS) Definition:*

Furniture Stores: This industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs, and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.

Millennials and Boomers are a driving force spending power applied to experience vs. product

Prospect Names Redacted

connect

Retail Real Estate Process: Terms

Retailers

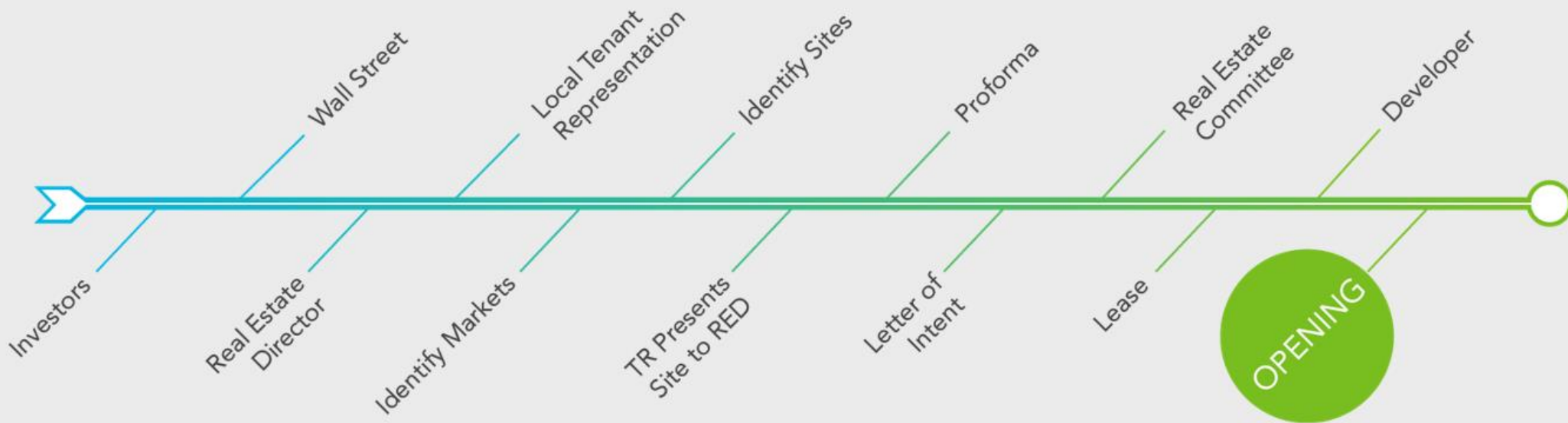
Corporate Real Estate
Directors
Tenant Representatives
Franchisees
Franchisee brokers

Matchmaking

Sites

Property Owners
Brokers
Bank-owned
Local Government
Underperforming
Businesses

Retail Timeline



Retailer Drives the Decision

Small percentage of proposed sites equal new openings

Long Process

It's all about PROFIT

Dorchester
County, SC



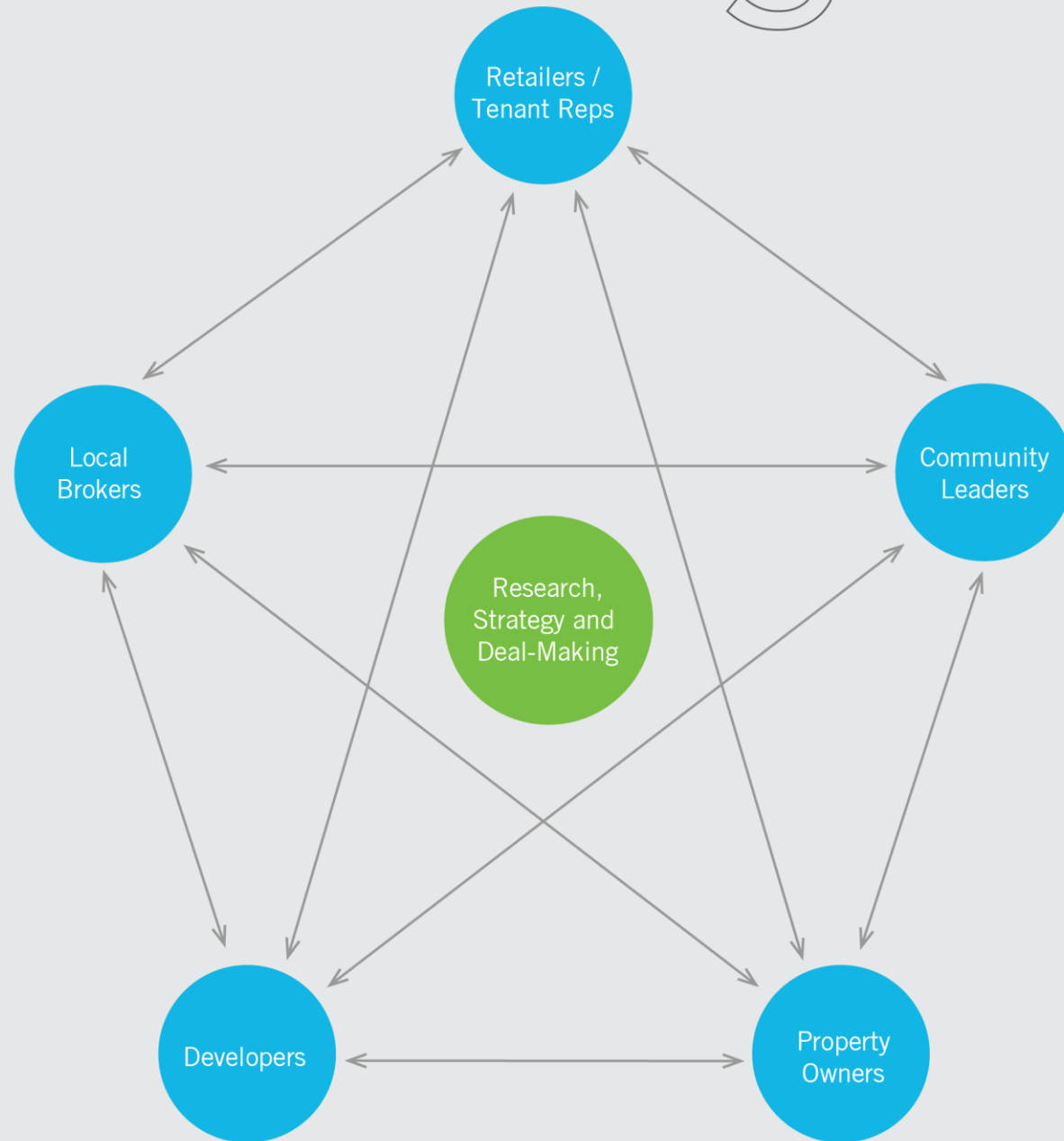
grow

A group of four business professionals (three men and one woman) are gathered around a table in a meeting. They are all smiling and looking at each other, suggesting a collaborative and positive environment. The image is overlaid with a green gradient that fades from the top left to the bottom right. The word "grow" is written in a large, white, lowercase, sans-serif font across the middle of the image.

grow

Persistence and education are key to growth. We have developed tools that help us stay in constant contact, sharing our efforts and current retail trends with you, as well as strong marketing, we increase our odds of success.

connect ↔ grow



Reporting Information

Monthly updates through Basecamp to a single Contact Person who disseminates information to the Community leaders.

Retail Assets

Retail Webinars

- a. National Retailers
- b. Industry Experts
- c. Broker Representatives

Recruitment Tools

1. Marketing Flyer
2. City Sites
3. Conference Recruitment



1



retail webinars

grow

Retail Webinars are a monthly series of interviews with retail insiders focusing on a specific retail category, such as exercise and fitness or quick service restaurants.

Hosted by our President & COO, Lacy Beasley, these brief webinars pair well with our Focus Trends articles as a way to gain specific knowledge on the real estate choices and logic for expansion and closure that guides a single retail concept.



4



recruitment tools

Marketing your community is of vital importance.
Ease of access to the right information in a convenient manner is key to
growing your community.

You need a document that showcases critical market intelligence, real estate assets, and compelling data that speaks the retail real estate language. This should include an aerial map with the national retailers plotted and traffic counts.



City Sites

Any retail real estate focused online presence should include the following:

Map

Demographics

Schools

Major Employers

Retail Sites w/ size & location

Ordinances & Codes

Contact Information



grow

connect ↔ grow



Connect with industry decision makers through International Council of Shopping Centers. Public Sector receives a discounted membership of \$100/year. Dozens of networking events are held with thousands of retailers, brokers, developers and communities in attendance.

REcon



ICSC

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Conference Recruitment

We attend 15+ conferences per year to recruit retail to specific sites in our communities.



Las Vegas
New York City
Dallas
Atlanta
Chicago

Orlando
New Orleans
Charlotte
Nashville
San Diego



On-going Effort

grow



Strategy Update

Continuously improving our efforts to maximize the retail potential in your community



Retail Expansion & Trends

Appropriately position your community
Update City leaders on the latest in retail

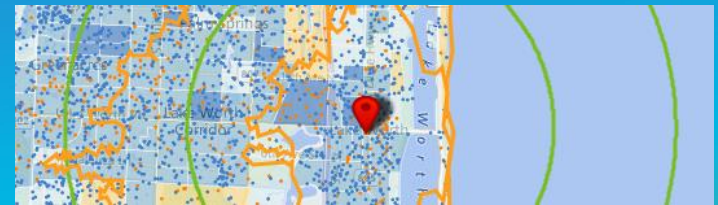


On Demand Reporting

Your research concierge.



1



2



3



4



Contact developers, retailers, tenant representatives and franchisee groups -regionally and nationally



Make direct and indirect connections through conferences, in person meetings, phone calls, and emails



Coordinate and communicate our efforts regularly with local brokers, property owners, and city staff



Follow industry trends as well as changes in your local market to adjust our strategy and improve our efforts to maximize the retail potential in your community





retail strategies

Thank You.

There's a lot of potential here.